

LIFE



IN THIS ISSUE
**PRESIDENT EISENHOWER'S
RELIGION**

**THE EMPEROR PENGUIN'S
FAMILY LIFE**

20 CENTS

MARCH 22, 1954

REG. U. S. PAT. OFF.



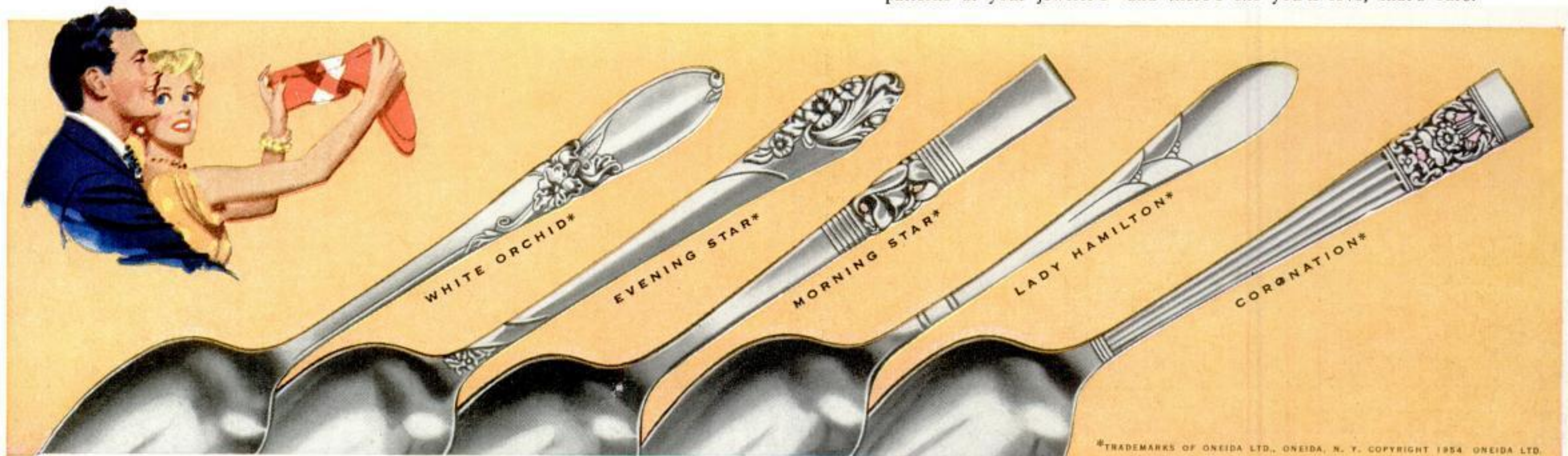
**ANY MOMENT NOW
... SHE'LL WANT**

Community

Hold still, young man! She's a pretty particular girl, you know . . . and maybe that's one reason she's the girl for you, for keeps! Any moment now, you'll be off to your jeweler's! He'll tell you she is wise to choose Community . . . its impressive weight and lifetime beauty will attest your good taste, its pure silver "Overlay" will

outlast your lifetime, its serrated-edge knives make steak cutting easy. And with dinner services for 8 starting as low as \$59.75, including a handsome anti-tarnish chest, there isn't any real excuse for not starting out with *all* the silverware you need . . . in the finest of all fine silverplate . . . Community!

Note to Mother: If the youngsters are taken care of, perhaps it's your moment, too, to choose an extra set of gleaming Community.* Five famous patterns at your jeweler's—and there's *one* you'll love, that's sure!



*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1954 ONEIDA LTD.

GARRY MOORE SHOWS YOU

How Not to Have Holes in Your Head

"I mean—fewer dental cavities. I don't want cavities, and neither do you," says the star of "The Garry Moore Show."



Tune in Garry on CBS Television Network, Mon. through Fri. See local paper for time and channel.



"Cavities are no joke," says Garry

Lots of things in life are a laugh to Garry, but *teeth* he takes seriously. "That's the reason we Moores use IPANA A/C," he says. "I know it cuts down painful, expensive cavities. I've seen the *proof!*"

Now—Prolonged Anti-Cavity Action



What Garry likes about IPANA A/C will make you like it, too. Because IPANA A/C is the *anti-enzyme* tooth paste with *prolonged* anti-cavity action. It inhibits tooth-decay enzymes long after brushing—not just for ½ hour or less, *but for hour after hour*. That means *fewer cavities*—and as Garry points out, he's seen the proof. No other leading tooth paste has IPANA A/C's patented, ammoniated anti-cavity formula—*positively proved* in 2-year clinical tests to cut down tooth decay.

Chlorophyll for Breath-Protection—No Stain



IPANA A/C contains Chlorophyll, too—stops bad breath all day. "But no green towels and tooth brushes," says Garry, "because the American Institute of Laundering guarantees no lasting stains." So use IPANA A/C, and have your kids use it, too. Like Garry said, who needs holes in the head?

Switch to anti-enzyme

IPANA[®] A/C for
prolonged Anti-Cavity action!



ALL IPANA A/C ON SALE EVERYWHERE IS ANTI-ENZYME IPANA A/C

Product of Bristol-Myers

Every girdle ought to come this way



...equipped with
the Talon zipper—
prop and mainstay
of the
pretty American
figure since
the first
Talon zipper
zipped
the hip!

The Talon zipper is the standard of quality by which all other zippers are measured. When people talk about the zipper they like, 9 out of 10 want the Talon zipper, because it's been proved in use in billions of garments!

TALON, INC., MEADVILLE, PA. • IN MEXICO, CIERRE RELAMPAGO • IN CANADA, LIGHTNING FASTENER CO., LTD.

Talon
THE QUALITY ZIPPER



A WHOLE ORCHESTRA AT HIS FINGER TIPS. Harold Warner, Jr., seated at the console of the concert organ in the Richmond, Va., civic center. This famous organ, dusty and mute for many years, was about to be dismantled until it was restored by Mr. Warner, a telephone company craftsman.

The Once Proud Pipe Organ That Played Again

For ten long years, the great organ had stood mute. Time and dust had robbed it of its song.

Now it looked as if it would never play again. For the cost of restoring it was \$30,000, and that was more than the city's auditorium could afford.

But before it could be dismantled, Harold Warner, Jr., offered his services. He was a central office repairman for the Bell Telephone Company in Richmond, Va., and a fine

amateur musician. He loved organ music and he had repaired and maintained several other fine instruments. The city gladly gave him permission to work on the big organ.

It took most of his spare time for two years. Thirteen hundred and eighty-four pipes had to be cleaned. Hundreds of small parts had to be checked and polished; thousands of electrical connections tightened.

It was a big job but he got it done. The cost to the city? Just \$32.50 for small parts.

You can imagine the thrill when he seated himself at the organ and its mighty voice was heard again. In recognition of his work, the Mayor of Richmond, Dr. Edward E. Haddock, presented him with the Sertoma Club's Service to Mankind Award.

* * *

Harold Warner, Jr., is just one of many thousands of telephone people who give their own time and talents to helping the communities in which they live. In all things, on and off the job, they aim to be good citizens.

BELL TELEPHONE SYSTEM LOCAL to serve the community. NATIONWIDE to serve the nation.



See what a G-E Upright Freezer will do for your family!



Save on food bills!

Many G-E Freezer owners say they save \$120 and more each year on meats, vegetables, fruits and other foods by buying when prices are low.



Shop only when you want to!

With a G-E Freezer you can avoid bad-weather shopping trips altogether. And—you'll find you shop far less often.



All meals are easier to prepare!

Your G-E Food Freezer saves you time and energy—lets you live so much better. And there's no last-minute preparation of food.

So very dependable, too! Every G-E Freezer has the same type of sealed-in refrigerating mechanism that has kept 3,500,000 G-E Refrigerators operating so efficiently for periods of 10 years or longer. Choose from a complete line of upright and chest models. Prices begin at \$299.95. General Electric Company, Appliance Park, Louisville, Ky.

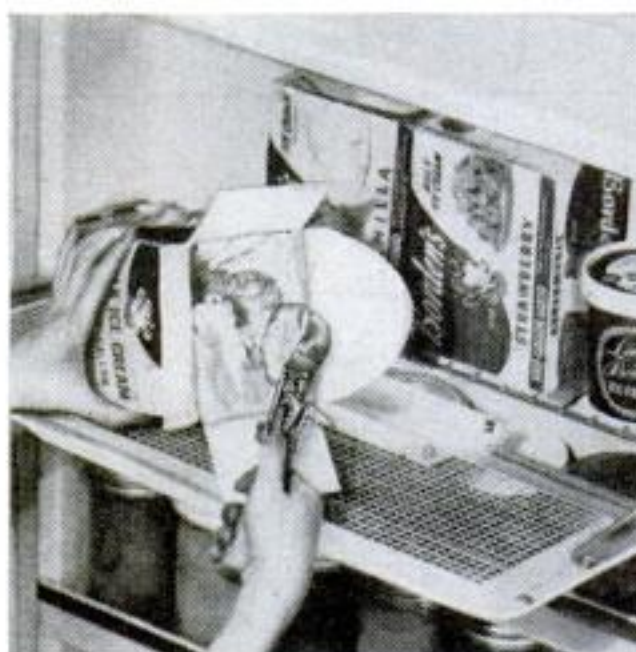


Holds 525 pounds! Yet this new 15-cubic-foot G-E Upright Freezer takes less than one square yard of floor area. Price \$519.95.

ABOUT
\$550*
WEEKLY



Only General Electric gives you all these new, exciting conveniences and fingertip advantages!



Ice cream ready for serving!

Special Ice Cream Conditioner keeps a gallon and a half of ice cream at scooping temperature.



Fruit juice at your fingertips!

New frozen juice dispenser keeps 16 cans of frozen fruit juice within easy reach.



A place for bulky packages!

A hidden Stor-well at the bottom of the freezer holds bulky items such as hams and turkeys.

*After small down payment. See your G-E dealer for exact terms. Prices and specifications subject to change without notice.

GENERAL  ELECTRIC



MY DADDY KNOWS EVERYTHING!

"Why, daddy?" "Why is the sky blue, Daddy?" "What makes a raindrop round?" When he asks . . . can you answer? The parent who discourages a child's curiosity stifles his desire to learn. You can encourage that curiosity . . . you can give your child the answers his eager, growing mind deserves with the wonderful children's encyclopedia: **THE BOOK OF KNOWLEDGE**. Here, in scores

of fascinating articles, your youngster finds answers to every question from art to atoms.

And he finds much, much more. For **THE BOOK OF KNOWLEDGE** is the first book ever to tell the whole sum of human knowledge so a child can understand it. In this revised modern **BOOK OF KNOWLEDGE**, with its 7600 pages and over 12,000 pictures, your child discovers the greatest fact of

all: that learning can be fun. Led on by curiosity, he learns to find the answers for himself . . . and takes a vital step toward a lifetime of happiness and success. Your boy or girl deserves the same chance that more than 5,000,000 other children have enjoyed.

A 24-page gift booklet—actual sample pages in color from **THE BOOK OF KNOWLEDGE**—is yours **FREE**. Mail the coupon today.

THE BOOK OF KNOWLEDGE

answers your child's questions

THE CHILDREN'S ENCYCLOPEDIA

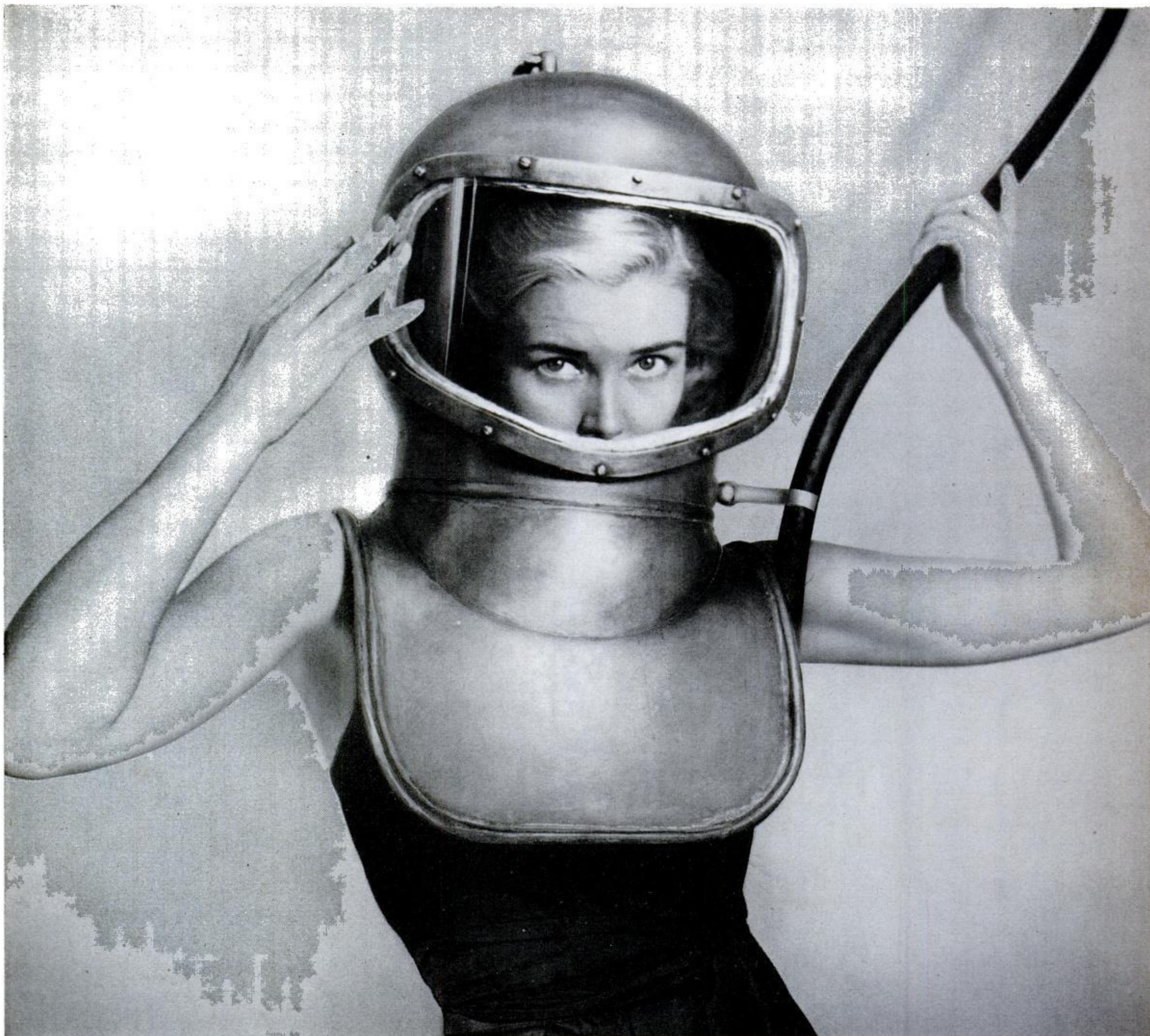
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There are.....children in my family, ages.....
NAME.....
ADDRESS.....
CITY.....ZONE.....
COUNTY.....STATE.....

Life 3-22-54

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Many products can mask the odor of "morning mouth"—for a while.
But Chlorodent Toothpaste really gets rid of it.

Smart girls don't mask "morning mouth" —they get rid of it with Chlorodent

Don't get us wrong, please.

None of us would *really* use a diver's helmet to mask "morning mouth," would we?

Yet we all know "morning mouth," that disagreeable taste that most of us wake up with in the morning, is a sure sign of objectionable mouth odor. And nobody wants to offend others with it during the day.

The best way to get rid of "morning mouth" is to use Chlorodent. There's not just a pinch of chlorophyll in this toothpaste, but a big chunk—enough to stop "morning mouth" cold.

Your own proof is that wonderful, clean, fresh

feeling Chlorodent leaves in your mouth!

There's something else you should know about Chlorodent. Chlorodent's formula has a polishing agent that really cleans and brightens your teeth. It's so different the U. S. Government issued us a patent on it. Its benefits are yours only in the Chlorodent formula.

Why not use Chlorodent at our risk? We're so confident that you'll love the wonderful, clean, fresh feeling that Chlorodent Toothpaste leaves in your mouth, that we'll send you your money back if you don't find it passes your test. Fair enough?

Stop "morning mouth"—
enjoy that
wonderful, clean, fresh
Chlorodent feeling!



The dividing line between color brightness and.....FADING!

Unifast-processed fabrics stay in the fashion spotlight... refuse to do a fade-out! Not so with many commercially processed fabrics. This man's suit was exactly the same color in both halves to start with — but look what happened after 60 hours' exposure to sunlight.

Seeing is Believing! This test shows the great difference that exists in the quality of processing a single fabric... a difference you can't see at the time of purchase. The Unifast tag is your guide to quality-processed spun rayon fabrics and garments for men, women and children... look for it in your local stores.



UNIFAST-processed

Commercial Finish

if it's tagged

UNIFAST®

*it's vat-dyed, guaranteed washable,
shrink-proof (within 2%), sunfast, perspiration resistant,
permanently wrinkle resistant with Unidure*

UNIDYE is the counterpart of Unifast in dark shades



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Today—at Nash Show we present a Complete Kind of Automobile

NOW READY for the roads of America . . . a brand-new kind of car . . . a thrilling new size of car . . . a car completely new in *what it will do* . . . the all-new Metropolitan.

It's a Family car . . . practical for small families . . . a sensible second car for large families . . . offering up to 40 miles to the gallon!

It's a Pleasure car . . . a dashing, road-hugging sportster . . . exciting to drive . . . beautifully-made . . . looks, handles like a sports car.

It's a Business car, perfect for those who use a car constantly—and want the *lowest* operating costs and amazing parking ease.

Into it have gone the ideas of hundreds of thousands of Americans who reviewed our original model four years ago. We listened—and acted—

Now the Metropolitan is built in *two* luxurious models, a convertible—and a “hardtop”. Now the front seat can ride three, with an added utility seat in back. There's good luggage space!

We powered it with the famed Austin A-40 engine—the finest, most reliable overhead valve engine of its class in the world today.

It is built of Nash Airflyte Unitized Construction for a double lifetime of service. Body-and-frame are one welded unit—rock-solid, safer, forever free of body-bolt rattles and squeaks.

Every component . . . from 12-volt battery to Girling Hydraulic Brakes . . . marks it the finest car of its size ever built.

Now—to Take the Wheel!

Get ready for surprises. Space and comfort you wouldn't believe possible in a car that fills so little parking space. Visibility—*wonderful!*

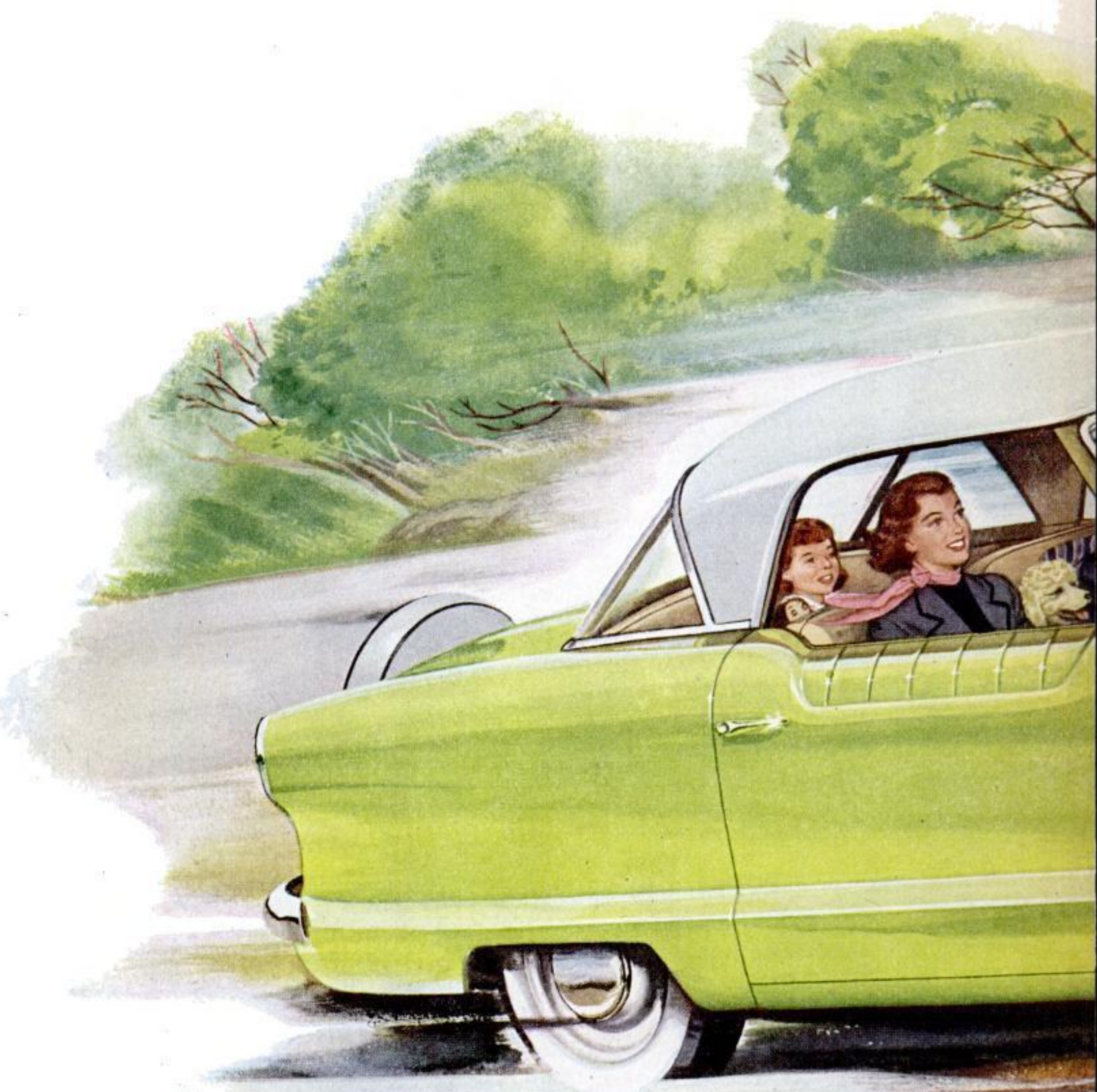
You touch the throttle—the Metropolitan is quick and nimble as a polo-pony. Scoots through traffic—parks with ease. Simply flies up the hills—simply rides like a cloud.

Lowest of Operating Costs

24-hour non-stop road tests under NASCAR supervision showed 41.6 miles per gallon averaging 34.7 miles per hour! Up to 40 miles a gallon in average use.

Tire mileage—beyond anything you've ever known before! You save on everything!

And—get this—the low, low price *includes* custom radio, Weather Eye System, directional signals, foam rubber cushions with custom nylon-and-genuine-leather upholstery AND continental rear

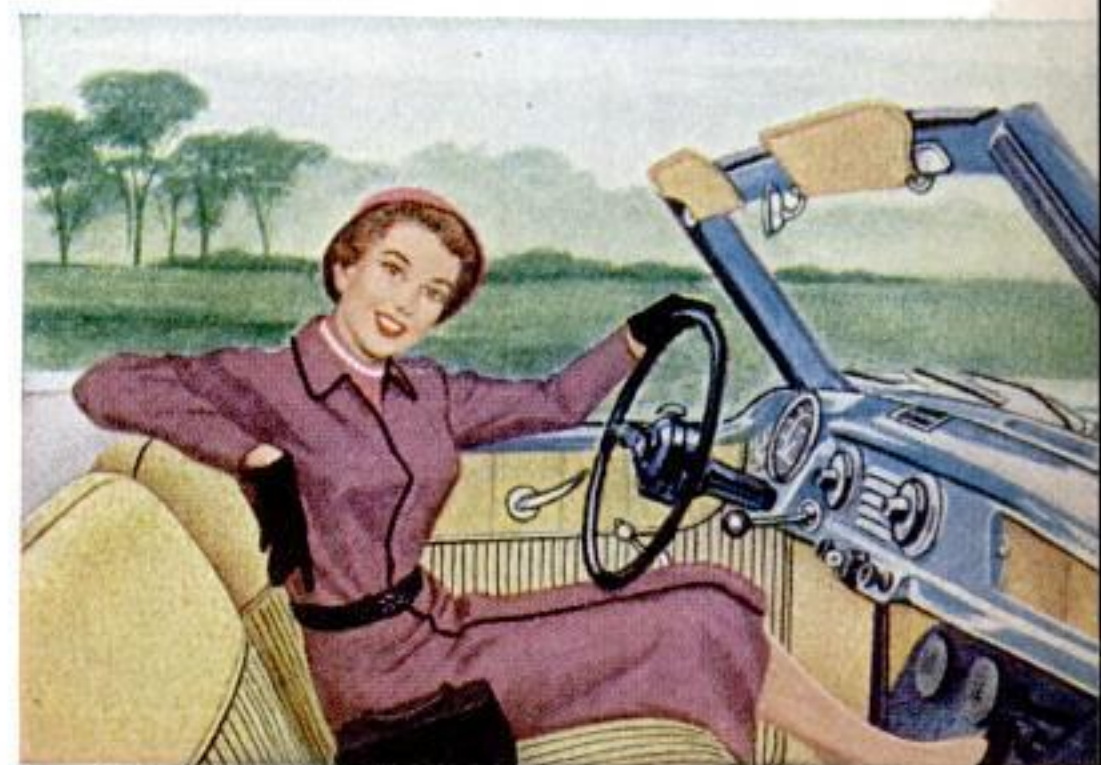


tire mount. *Not* extra, but *included* . . . yours for the one low Metropolitan price.

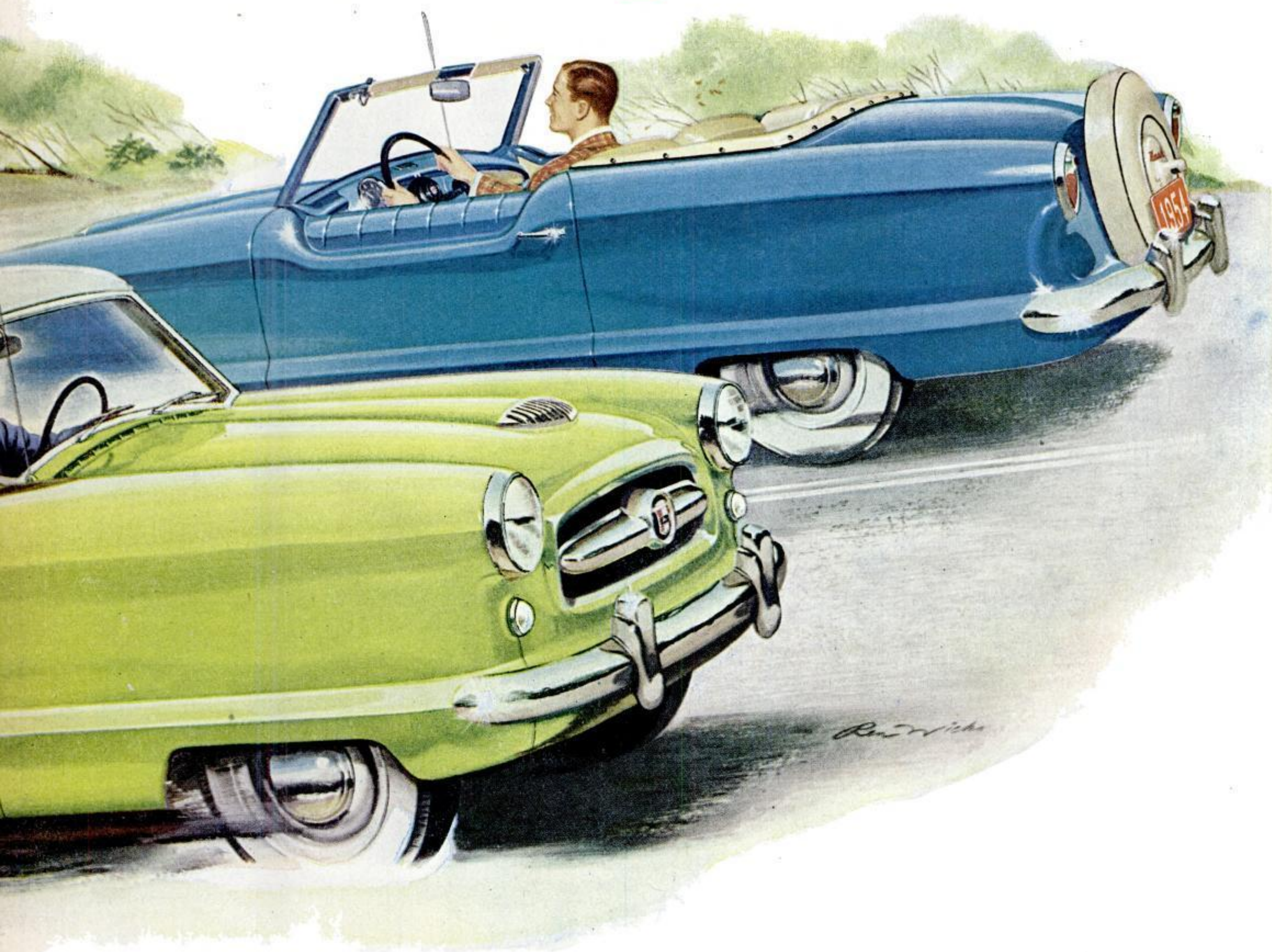
Now on Display Everywhere

Yes, the Metropolitan is *all automobile*—sold and serviced by Nash dealers everywhere. The proud product of a company that has pioneered and built the best for 52 years.

You owe it to yourself to see and drive the thrilling new Nash Metropolitan today . . . ten years ahead of its time. No matter what car you're driving now, if you love the new in motoring, this is a “must”. Try it and see if you don't agree.



ooms Everywhere, y New and Different the *Metropolitan*



UP TO 40 MILES A GALLON!

- Official records in 24-hour runs: Non-stop economy test—41.6 miles a gallon at 34.7 m.p.h. Performance test—1469 miles at an average of 61 m.p.h. (NASCAR supervision.)
- Two models—Convertible and “Hardtop”
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- Continental Styling on a new exciting scale
- World’s Easiest Handling and Parking
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- Lowest of Operating Costs
- Weather Eye Conditioned Air System and Custom Radio

SOLD AND SERVICED BY NASH DEALERS FROM COAST TO COAST

Metropolitan

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Nash

Airflyte Family

Ambassador • Statesman • Rambler

Built with a “Double Lifetime”... Your Safest
Investment Today... Your Soundest Resale Value Tomorrow

SAM SNEAD TELLS YOU HOW TO IMPROVE YOUR...



EXPLOSION SHOT

Strike sand and ball together. Longer shot—less sand. New TiTiClub Drizzler Pullover Jacket. 15.00. Spot-resistant Drizzler Mate Slacks. 9.95.



PUTT

Forearm rests on upper right leg. Stroke square to hole. Spot-resistant washable Drizzler Mate Shirt. 5.95. Cool Check Mate Slacks. 9.95.



DOWNHILL LIE

Shorten swing, don't chop, hit down. Weight on left foot. Bermuda Mesh Knit Shirt. 2.95. Bermuda length St. Andrew Celtic Shorts. 5.95. All wool hose 2.00.



SWING

Weight on right foot. Left arm straight. Elbows point down. Soft Orlon Knit National Open Sweater-Shirt. 10.95. Color-mated to Bermuda Corduroy Shorts. 7.95.

*From "Natural Golf" by Sam Snead: Copyright—A. S. Barnes, Publishers

McGregor proudly sponsors THE DRIZZLER DRIVING CONTEST

Outslam Sam Snead—win all expenses paid vacation for two at beautiful Greenbrier Hotel and free lessons from Sam Snead, member of the Wilson Advisory Board.

See your McGregor retailer for details.



Slammin' Sammy Snead
shows the natural way to better your game in

McGREGOR DRIZZLER

with the CONMAR Quick Exit Zipper that won't ever catch

The natural jacket for all sports

Sum up all you want in a sport jacket... and you've got the McGregor Drizzler.

World's biggest selling jacket of its kind, it's the action jacket designed for complete freedom. Hugger Bottom keeps the jacket down. Drizzler is wind-resistant, sheds showers, is completely washable!

Choose from a raft of colors... including the new Mid-Ocean Blue shown here, new shades of off-white, bright red and jet black! ... **10.95**

McGregor Drizzler for Boys is the most practical jacket a lad can own. Boy-sized, boy-priced at all leading stores.

McGREGOR*

Sportswear made in U.S.A.

David D. Doniger & Co., Inc., 303 5th Ave., N. Y. 16 *Trademark

Wear Drizzler Frostmate Slacks with your Drizzler Jacket. Spot resistant, water-repellent, 9.95. New—Italian-design McGregor TiTiClub Shirt 7.95 to 15.95.

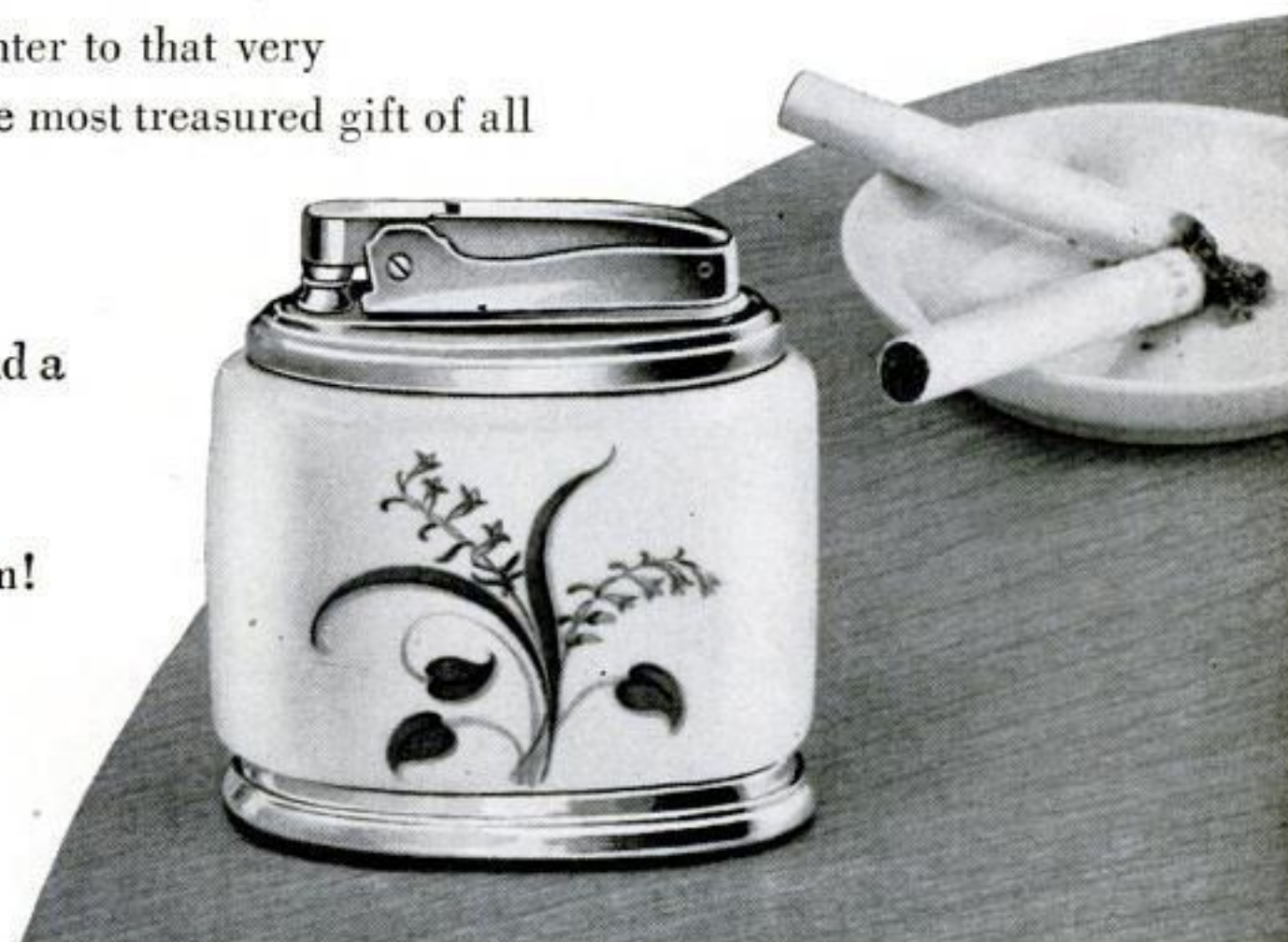


How to *give* like a Queen

Go ahead and feel proud! When you give a Ronson table lighter to that very special couple, as a wedding or anniversary gift, you give them the most treasured gift of all—with the possible exception of the crown jewels.

You can choose from more than 20 table lighter styles—all perfectly marvelous to look at, and all very useful gifts. You'll find a style to harmonize with every decorating scheme, to make any room more comfortable and complete. And you can be sure your friends will be as proud to *own* Ronsons as you are to *give* them! No home *ever* has enough Ronson table lighters!

give a **RONSON**®
world's greatest lighter!



Shown: Ronson Minerva in heavy silver plate and porcelain with floral design, at \$12.50*. Other beautiful styles from \$9.50*.

GOWNS: OLEG CASSINI TIARA: BEN HUR *PLUS TAX ©1954 RONSON ART METAL WORKS, INC.



SPEAKING OF PICTURES . . .

. . . Experimental photography turns familiar outdoor scenes into floating silhouettes

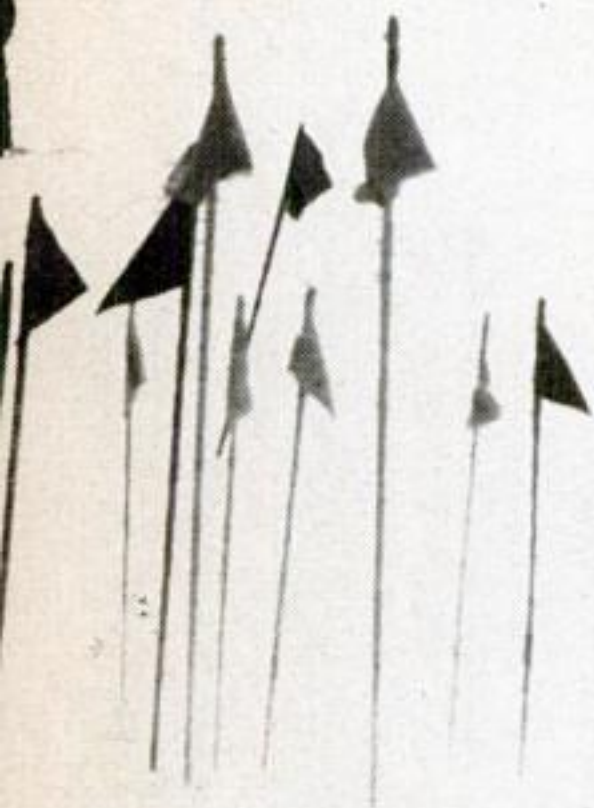


Summertime bathers
wade in unseen
water at the beach.

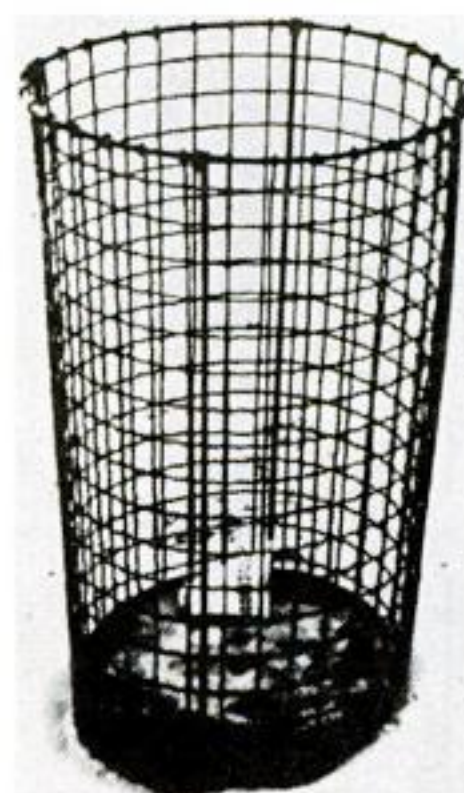


Mother and child
stroll across snowy
city park.

Slalom poles mark skier's route on Vermont hillside.



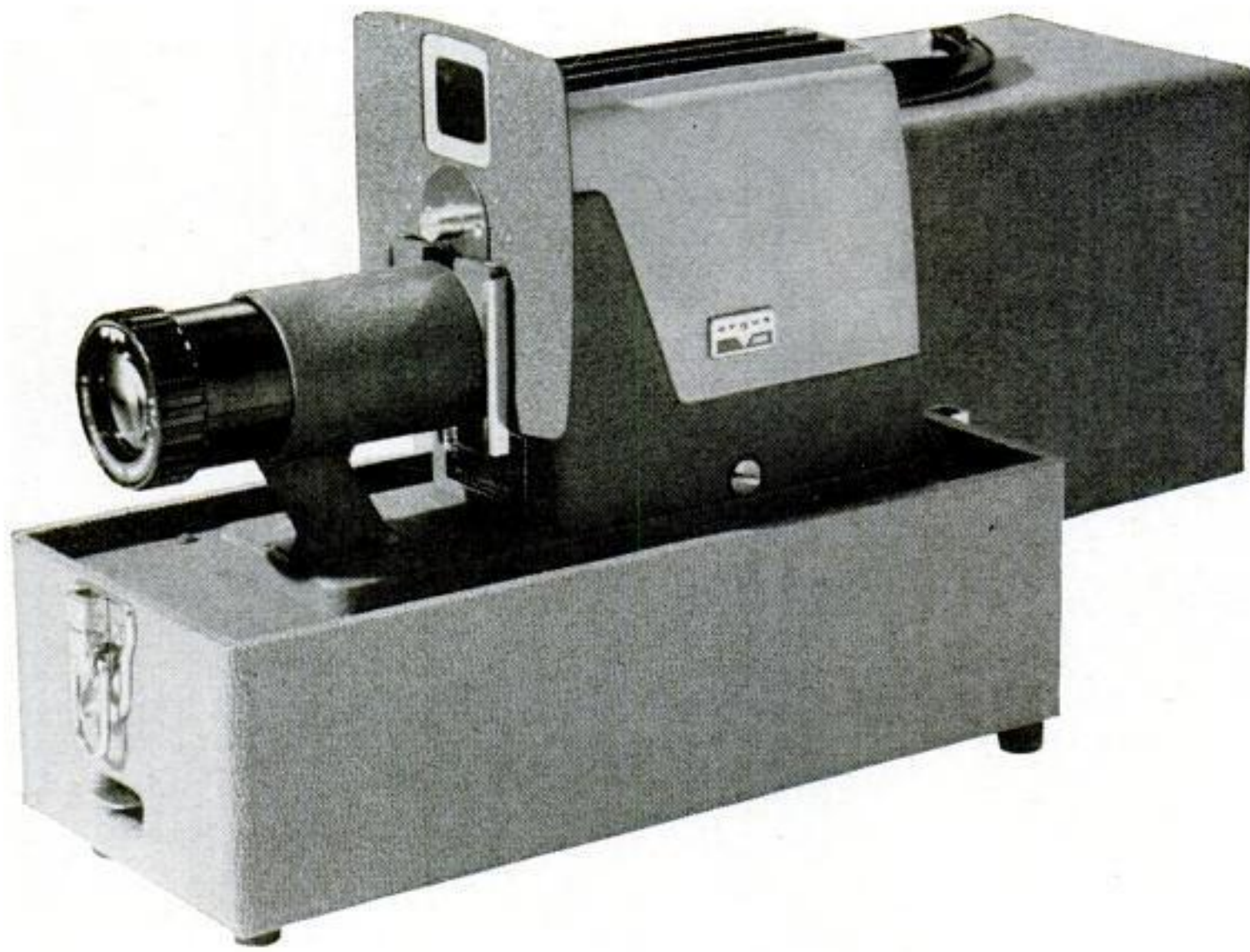
Trash baskets dot the sandy beach at Coney Island.



These familiar scenes are the work of Photographer Marvin Newman. Using Micro-File film, which produces strong contrasts and is usually employed to copy printed matter, he creates seemingly suspended silhouettes.



No other projector gives you
so much for the money!



new argus 300 watt projector

\$49⁹⁵
COMPLETE
with carrying case

The same fine precision engineering that has won world renown for Argus cameras is in evidence everywhere in this new projector. Its scientifically designed optical system is the finest of its kind. Its wide-angle, four-inch f:3.5 lens gives you a brilliant image, sharp and clear over the entire screen—a big picture even in a small room. An exclusive "right-side-up" rotary slide carrier prevents upside-down pictures. A powerful, yet silent blower and special heat absorbing lens protect your valuable slides—always. A unique elevating device lets you center your pictures with a touch of your finger.

Compact and handsomely styled, the new Argus 300 Watt projector is the perfect companion for any 35mm camera.

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It's perfect for beautiful color slides, sparkling black-and-whites—indoors or out. A truly great lens—Argus Cintar f:2.8—gives you sharp detail, even in failing light. A lens-coupled rangefinder-viewfinder lets you focus and compose your picture simultaneously. Film wind automatically cocks the shutter and prevents double exposures.
now only **\$89⁵⁰**

argus

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T-Shirt has a Nylon-reinforced neckband that holds shape forever. Briefs have a horizontal knit stretchy seat that stretches up and down as your boy does. Both are unbeatable for wear and value.

Sizes 2-12

T-Shirt 95¢

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AT J. L. HUDSON CO., DETROIT
AND FINE STORES EVERYWHERE.



Fun for your dog

and energy, too!

Crisp, crunchy, KLIX Dog Treat is specially shaped so that even puppies can chew it! Your dog will be delighted with this new taste-treat, and he'll also be getting energy food he craves. KLIX is veterinarian-approved and made without sugar. Feed it freely, and watch the fun!



for cats and kittens, too!

Klix

DOG TREAT

ANOTHER FINE FRENCH'S PET PRODUCT



Jarman "LEISUALS"—north, south, east, or west, the style compass points to fun ahead and pleasure afoot when you go in carefree "Leisuals," lightweight styles that blend the best in casual comfort and smart design.

Left: No. 2154. Center: No. 2172. Right: No. 2164—Available at Jarman dealers—\$9.95 to \$17.95 most styles—JARMAN SHOE COMPANY, Nashville, Tenn., Div. of General Shoe Corporation

Betty Crocker



teams

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Power-Lift Windows raise or lower at the touch of a button. Only Ford in its field offers you this convenience on both front and rear windows.



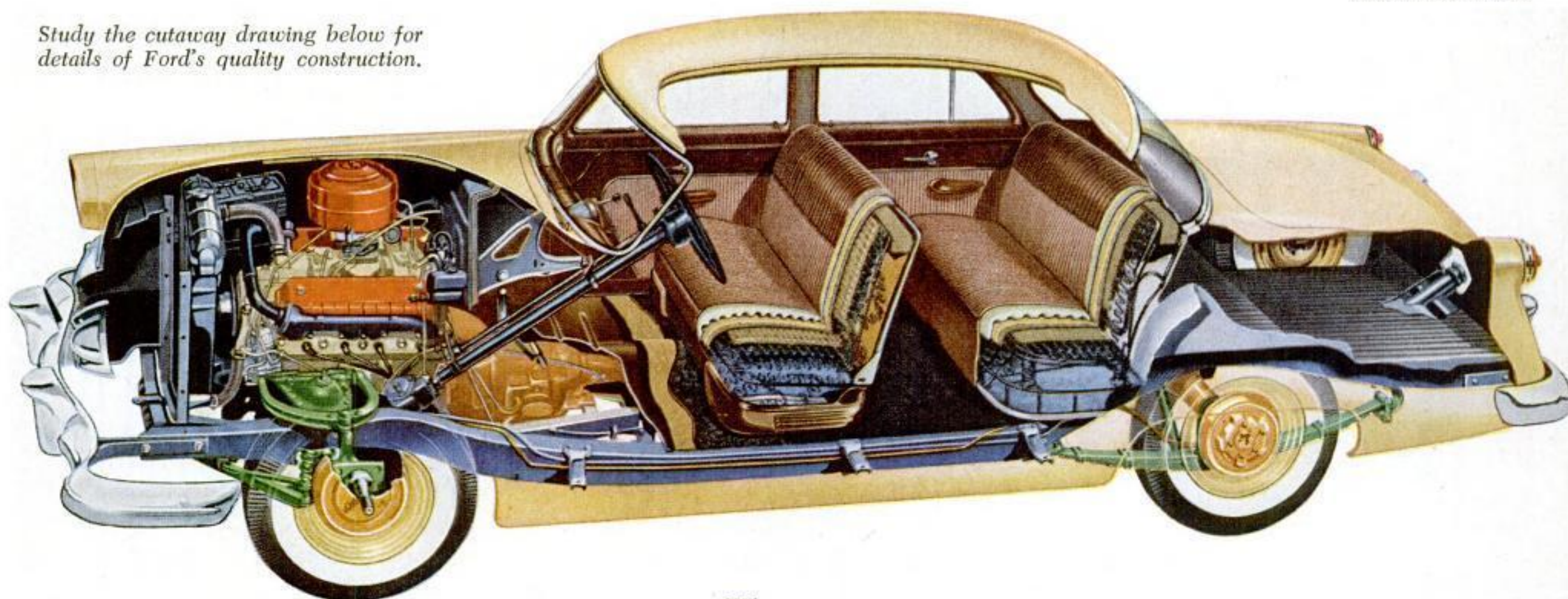
4-Way Power Seat is the only power seat in a low-priced car that adjusts *up and down* as well as forward and back, for most comfortable driving position.



Fordomatic is the only automatic drive in a low-priced car which gives torque converter smoothness plus the "GO" of an automatic intermediate gear.

These power assists available at extra cost on most models.

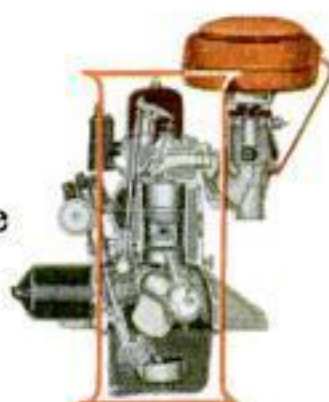
Study the cutaway drawing below for details of Ford's quality construction.



Ford's 130-h.p. Y-block V-8 is the newest, finest "eight" in the industry. Its new deep-block build and short-stroke design mean smoother, more agile performance . . . better economy . . . longer life.



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To some, it's sparkling performance that makes a fine car fine. To some, it's quality craftsmanship and tasteful, modern styling. To others, it's the latest in engineering advancements. Whatever "fine car" means to *you*, you'll find that the '54 Ford brings you fine-car qualities and fine-car features in abundance.

You get new responsive "GO" with either of Ford's new deep-block engines. You get hull-tight construction in Ford's fine Crestmark Body, with colorful new upholstery fabrics and smartly tailored trim. You enjoy a new kind of easy, level ride with Ford's new Ball-Joint Front Suspension. And you have available *all* the fine-car power assists. You can pay more, but you can't buy better.

**Your Ford Dealer cordially invites you
to Test Drive the '54 Ford**

LETTERS TO THE EDITORS

COLONEL SCHWABLE

Sirs:

I cannot recall any other single picture as moving as yours of Colonel Frank Schwable ("The Marine Corps' Pride on Trial," LIFE, March 1). The story told by his face is unmistakable. . . .

WILLIAM R. ACKOR JR.
West Lafayette, Ind.

Sirs:

. . . Having some knowledge of how much the human nervous system can take, I feel Colonel Schwable's confession is no "blotch of mud on a Marine's shoe." What he has gone through, to a point where even his proved courage and integrity were broken, gives the Marines a colonel of whom they can be deeply proud.

A. H. BARSS, M.D.
Rose Bay, Nova Scotia

Sirs:

. . . As a former PW in Japanese prison camps, I feel Colonel Schwable was telling the truth when he said he was reduced to the level of an animal. There were times after a beating when I would have confessed to almost anything to stop the torture. Colonel Schwable should be given a public apology.

RUSSELL E. STEPHENS
San Gabriel, Calif.

BOYS' PREP SCHOOL

Sirs:

Thank you very much for your article on Hotchkiss ("Boys' Prep School," LIFE, March 1). I think you cleared up many misconceptions . . . and lifted the cloud of disdain which formerly hung over the American prep school.

RICHARD D. HARDY
Bryn Mawr, Pa.

Sirs:

Though I applaud Hotchkiss' real academic dedication, the stern climate of its classrooms seems to me to confuse discipline with learning. I commend to your readers the Harkness plan (classes averaging 12 boys seated around a table with a teacher leading discussion) at the Phillips Exeter Academy in New Hampshire. Exeter's 750 boys, "contemplating greatness" with the help of 90 teachers, are divided into classes which are more conferences than lectures. They permit far more individual attention.

MILDRED FARLEY
New York, N.Y.

CONSTANCE MISSAL

Sirs:

Although the Pierpont Morgan Library labels the Constance Missal ("A Predecessor of the Gutenberg Bible," LIFE, March 1) "the oldest typographic book," printing was first developed beyond all doubt by the Chinese. There is good reason to believe they used wooden block printing in the early Eighth Century to help propagate Buddhism. In 770 A.D. a million copies of portions of

Buddhist scripture, the world's oldest printing, were printed in Japan, and examples still survive (below). The world's oldest printed book, discovered in 1907, is a Chinese edition of a Buddhist text dated 868 A.D., which has been in the British Museum for many years. . . .

C. S. GOODRICH
Berkeley, Calif.

● The scripture below was printed from a carved wooden block. Around 1040 the Chinese invented crude movable type made of clay. Gutenberg and other Renaissance printers later developed more uniform metal type.—ED.

PIN-UP MONROE

Sirs:

Two pages of Marilyn Monroe ("The Pin-Up Takes Shape," LIFE, March 1) in a too-tight dress posturing before GIs! . . . Did any soldiers resent the strong aroma of the act enough to decide they'd rather play checkers or go for a walk—in another direction?

MRS. J. BROADUS HAYNES
Seattle, Wash.

● Hanson Baldwin, New York Times military commentator, wrote indignantly that they "behaved like bobby-soxers in Times Square, not like soldiers proud of their uniform. . . . Sweater girls . . . have nothing to do with military morale . . . are not the stuff of discipline and pride and toughness. . . ." For another viewpoint, see below.—ED.

Sirs:

. . . Since the sudden switch from fighting to training and never-ending inspections in the cold Manchurian winds, our morale has ebbed. Miss Monroe's visit was the World Series, the Fourth of July and the Mardi Gras rolled in one. Not many of the famous have come over to see us. It took The Blonde, who looked so fresh, healthy and American, to raise our spirits and make us feel like men again. God bless her.

LIEUT. JAMES F. ORLAY
Second U.S. Infantry Division
Korea

EDITORIAL

Sirs:

How dare you suggest in "Full Employment Means Full Mobility" (LIFE, March 1) that I would stay in Port Townsend at federal expense? Why must you play politics with a letter I wrote the President in all sincerity and which he answered in like manner? I did not ask for anything that would cause the government extra expense. The President did not offer any such help. Port Townsend's economy was built around military forts that had been in the area since the mid-1800s. We only asked whether the government could continue utilizing them, now that they have been deactivated, in some other way. We are not asking for "random rescues and arbitrary blessings."

I resent your using my words out



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YOU'LL FIND sun and fun for "all hands" at any of Canada's many hundreds of beautiful lake and ocean beaches.

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GRO-PUP

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Only one dry dog food has won this Veterinary seal of approval—Gro-Pup

LETTERS TO THE EDITORS

CONTINUED

of context about the salmon I have caught, the fishing boat I lost, my heart torn with grief at the thought of leaving, as if I were begging someone to save me. You might have quoted the rest of the letter about how Port Townsend invested \$2.3 million in military housing units because we were told this was the only way the military would stay here, and that *less than a year later* the military moved out. We think we carried out our end of the bargain. . . .

MRS. JEAN FOSTER

Port Townsend, Wash.

● Mrs. Foster's letter to the President was indeed an appeal for justice as well as mercy. "Must we be forced to feel that a promise by the government is not . . . a promise . . . at all?" LIFE did not mean to imply that Mrs. Foster was asking direct federal aid for herself. The fact remains that she appealed for special aid, concluding, "Give us something, anything, to bring back the people that we lost when Fort Worden was deactivated. That is all we ask for, we will do the rest."—ED.

SEPTUAGENARIAN SKIER

Sirs:

I liked your very interesting article about an oldtime Army sergeant learning to ski ("Never Too Old," LIFE, March 1). But though your Mr. Fred Nash is certainly impressively



agile, I think he might meet his match in John Angerbauer, 71 (above), who learned to ski recently in the annual Deseret News and Telegram Free Ski School.

PETE EIDEN

Salt Lake City, Utah

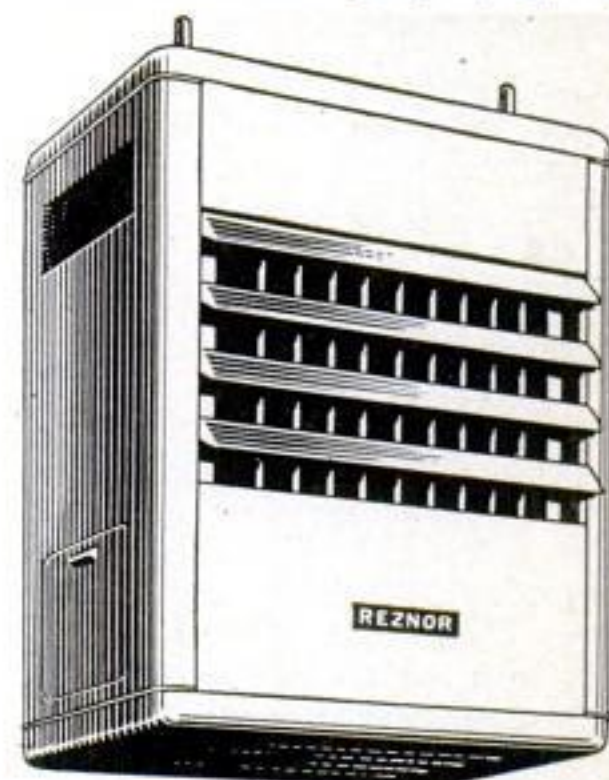
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Strong soaps, harsh detergents *continually* dry out the skin, may even create ugly eruptions. (See photos at left)

Household cleansers, bleaches, waxes, polishes, and even lotions and creams, may *aggravate* already sensitive skins.

Hot water, oven heat, refrigerator cold, irritating household chemicals, can complete the drying, roughening, cracking — and the ultimate ruin of your skin and nails.

Yet You Can Prevent It All! Yes, All!

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In only 9 days PLAYTEX Gloves can help restore the natural smoothness of your hands.

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Get them today . . . and have lovelier hands in only 9 days!

*The attention of the medical profession is called to the doctors' report in the September, 1953 issue of Archives of Dermatology etc., dealing with the effects on women's hands of soaps and detergents.



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With my bad leg, I'd never have been able to get out. Mr. Landis saved me, while another of my good

neighbors turned in the alarm.

The fire department finally got the blaze under control. But I could see that repairs were going to cost a lot of money.

I was right! But fortunately, there was enough insurance. Our agent had advised us well. The Hartford Fire Insurance Company paid us \$8,750.

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Then make sure *now* that it is insured for its present value. Seven out of ten homes, the records say, are substantially under-insured. What may have been enough insurance for you five years ago, may not be nearly enough today.

Your Hartford Fire Insurance Company Agent, or your insurance broker, can help you determine whether or not your present protection—including insurance on household contents—is adequate. Let him show you how easy it is to sidestep severe financial loss if fire strikes *your* home.



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LETTERS TO THE EDITORS

CONTINUED

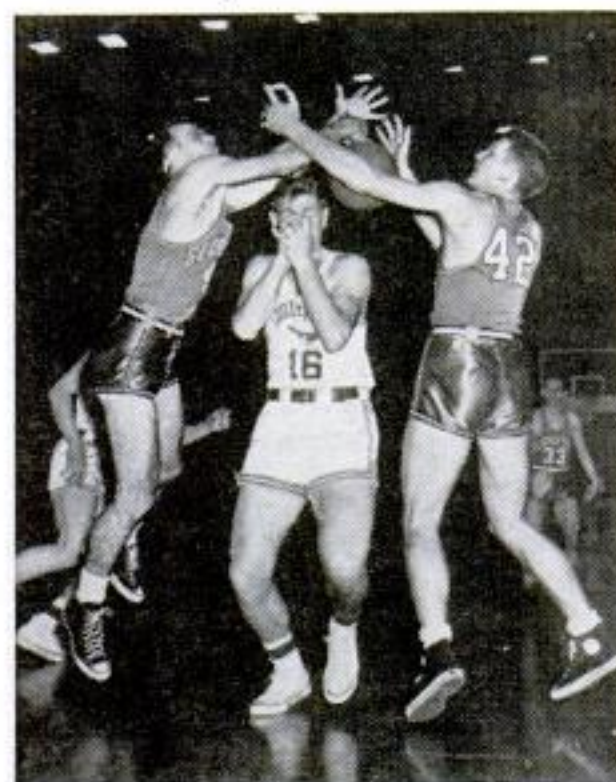
LONDON BRIDGE

Sirs:

While the High Point-Elon boys are doing a good job of London Bridge in your fine basketball action picture ("Big Boys Play London Bridge," LIFE, March 1), they don't seem quite as "finesseful" as Louisville's Chuck Noble (No. 16) and two opposing Georgetown College players did in a recent game (*below*).

LES MOISE

Louisville, Ky.



LOUISVILLE LONDON BRIDGE

RITA MORENO

Sirs:

The unusual desk ornament, the hand grenade in the first three pictures of Miss Moreno's satire ("Satirist of Sex," LIFE, March 1), is missing in the fourth. Was it removed when she turned the heat on full?

LIEUT. (J.G.) P.W. HANSON, USNR
Norfolk, Va.

Sirs:

... Is she hiding it for her own protection, or is the interviewer going to pull the pin and end it all?

T/SGT. JACK HOOD
Chandler, Ariz.

● Out of curiosity, the photographer's assistant picked up the hand grenade, forgot to replace it.—ED.

Sirs:

... I am representing many boys in complimenting you on Rita. She is now a queen here, an eminence only a few meet. For example, Marilyn Monroe is merely a duchess.

ELLERY S. McLANAHAN
Brooks School
North Andover, Mass.

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Big Oven with Focused Heat Broiler... Pushbuttons... Oven Timer... Extra-Hi-Speed Unit in a G-E for only \$239⁹⁵ (or about \$2.68* a week)

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Also: slide-out drip trays. Self-cleaning Calrod® surface units, big storage drawer, 2 appliance outlets—

1 timed, fluorescent lamp over surface units which are widely spaced for large pots.

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*After small down payment. See your G-E dealer for details. Prices and specifications subject to change without notice. Available in Canada at slightly higher prices.



Look! Oven's so big it holds 4 dozen cookies or 4 cake layers on 1 shelf. Yet this G-E Spacemaker speed-cooking range fits in little space. See your G-E dealer about this low-

priced range with the de-luxe features. (He's in classified phone book.) General Electric Company, Louisville 2, Kentucky. About \$2.68* a week. Full price \$239⁹⁵.

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HUMAN RASCALITY MAKES PENGUINS LOOK GOOD



DEAN, LEBENTHAL OF
"LIFE" AT KISSING BEE

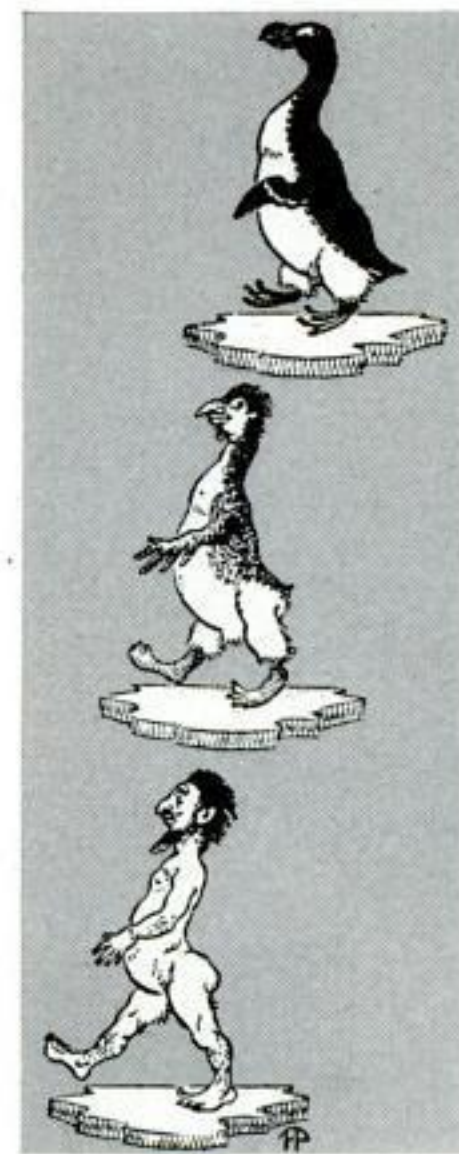


"LIFE'S" LISA LARSEN
ON SECRETARIAL YACHT

Anatole France, whose bitter satire *Penguin Island* relates the story of man's descent (for the worse) from penguins, would have been delighted with LIFE's cover this week and the pictures on pages 175 through 179. He would be further pleased to see his prejudices confirmed by some cases of human villainy which make penguins look good, as reported elsewhere in the issue.

In Iran, for example, an ex-wrestler dubbed "The Brainless One" (pp. 38-40) gives a rascally exhibition of how he influences the voters. In Morocco a now dead assassin named Ahmed ben Ali ben Mohammed tried to blow up the sultan and almost (p. 33) made it. In Egypt, Actor Gregory Ratoff is playing a new-style movie villain, a kingly scoundrel (pp. 89, 90). And across the Mediterranean a storybook villain called Marchese Ugo Montagna is the center of a scandal (pp. 36, 37) that may shake the Italian government.

But we can assure the shade of M. France that there are happy doings and endings too. One was the wedding of Joan Benny (p. 53), which wound up in a kissing bee with LIFE's representatives in benign attendance (left, top). And the chivalry of the Secretary of State provided a felicitous photographic tale. While guest-piloting the yacht of a prominent Venezuelan, Mr. Dulles saw that hardworking Photographer Lisa Larsen (left, bottom) was beginning to look dangerously green. Gallantly he decided to bring the 116-foot *Roraima* about to stop the pitching and rolling that was upsetting Miss Larsen. He shouted "Hard aleel!" and as he did so a wave broke over the yawl's gunwales and drenched everyone. Reporter Jerry Hannifin, who was solicitously standing by, found himself suddenly thrust aside. Miss Larsen yelled, "I gotta take pictures!" and made an exclusive yachting photograph of Secretary Dulles (p. 29).



DESCENT FROM PENGUIN
BY M. FRANCE'S MAN

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sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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71—LT. ERIC MILLER FOR LOCKHEED AIRCRAFT CORP.; RT. COURTESY NAVY DEPT. BUREAU OF AERONAUTICS
74—JOHN DOMINIS
79—DR. PETER N. WITT

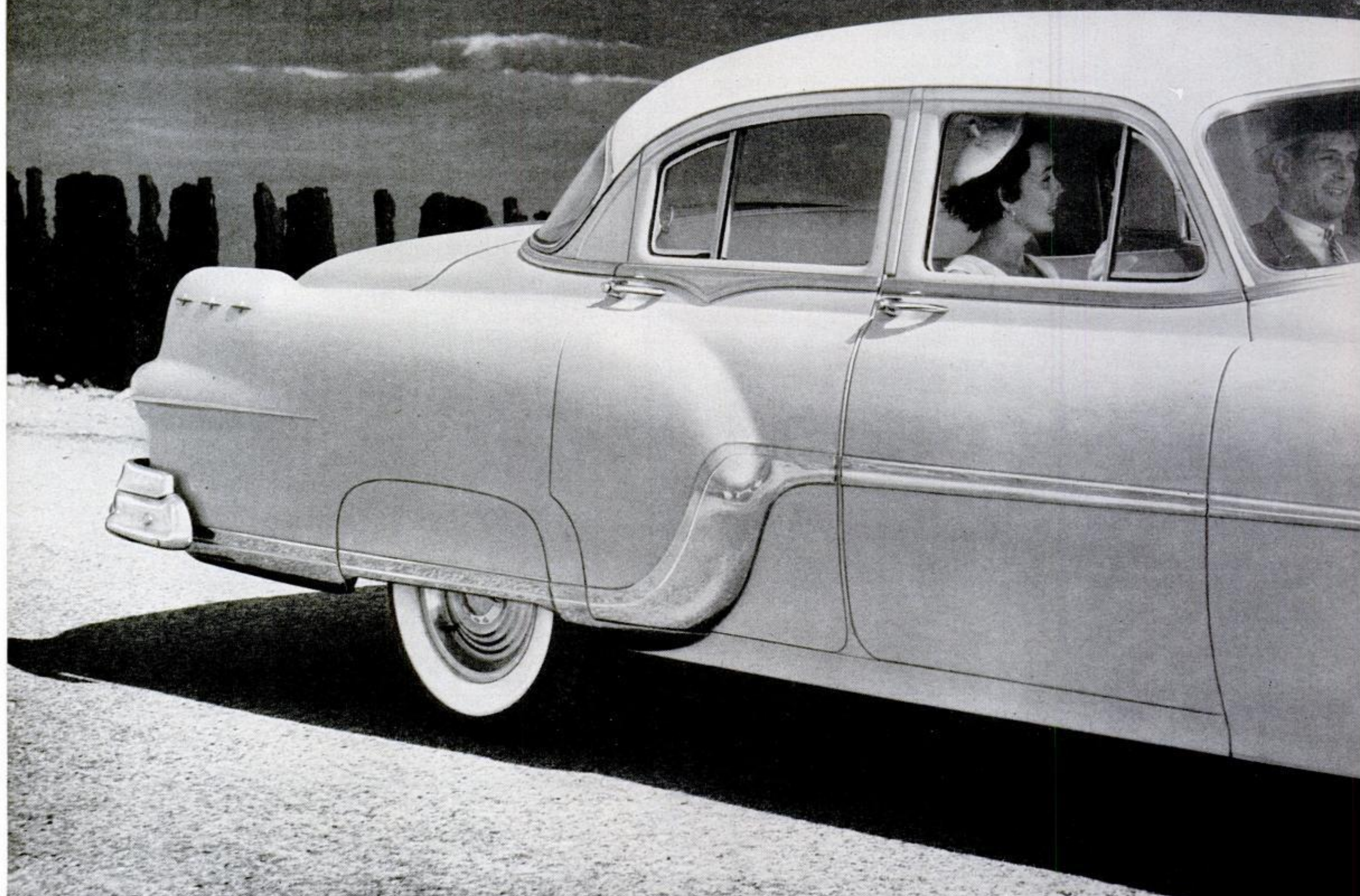
80—DR. PETER N. WITT EXC. RT. DIETER WOLFF, ZEITSCHRIFT FUER VERGLEICHENDE PHYSIOLOGIE, VOLUME 33 SPRINGER VERLAG, HEIDELBERG, 1951
83—ERIC SCHAAL
84—ERIC SCHAAL
89—RIAD SHEHATA—ERNST SCHEIDEGGER FROM MAGNUM
90, 93, 94—ERNST SCHEIDEGGER FROM MAGNUM
99, 100, 102—ALFRED EISENSTAEDT
105—JOHN ZIMMERMAN
106—COURTESY CLYDE HEADRICK—JOE CLARK
108, 112—JOHN ZIMMERMAN
125, 126, 128—FRANCESCO SCAVULLO
133—EDWARD CLARK—JOHN SWOPE
134, 136—JOHN SWOPE
150—A. Y. OWEN
152—ARTHUR SIEGEL
154—EDWARD CLARK

156—MYRON DAVIS
160—EDWARD CLARK
167—GEORGE SKADDING
170—MARK KAUFFMAN
175—JEAN PREVOST OF EXPEDITIONS POLAIRES FRANCAISES
176, 177—LT. T. AND BOT. JEAN PREVOST OF EXPEDITIONS POLAIRES FRANCAISES; LT. CEN. JEAN MARRET OF EXPEDITIONS POLAIRES FRANCAISES; CEN. JEAN MARRET OF EXPEDITIONS POLAIRES FRANCAISES—JEAN RIVOLIER OF EXPEDITIONS POLAIRES FRANCAISES; RT. ROGER KIRSCHNER OF EXPEDITIONS POLAIRES FRANCAISES
178, 179—LT. JEAN MARRET OF EXPEDITIONS POLAIRES FRANCAISES—JEAN RIVOLIER OF EXPEDITIONS POLAIRES FRANCAISES; RT. JEAN PREVOST OF EXPEDITIONS POLAIRES FRANCAISES
180—FERENC BERKO

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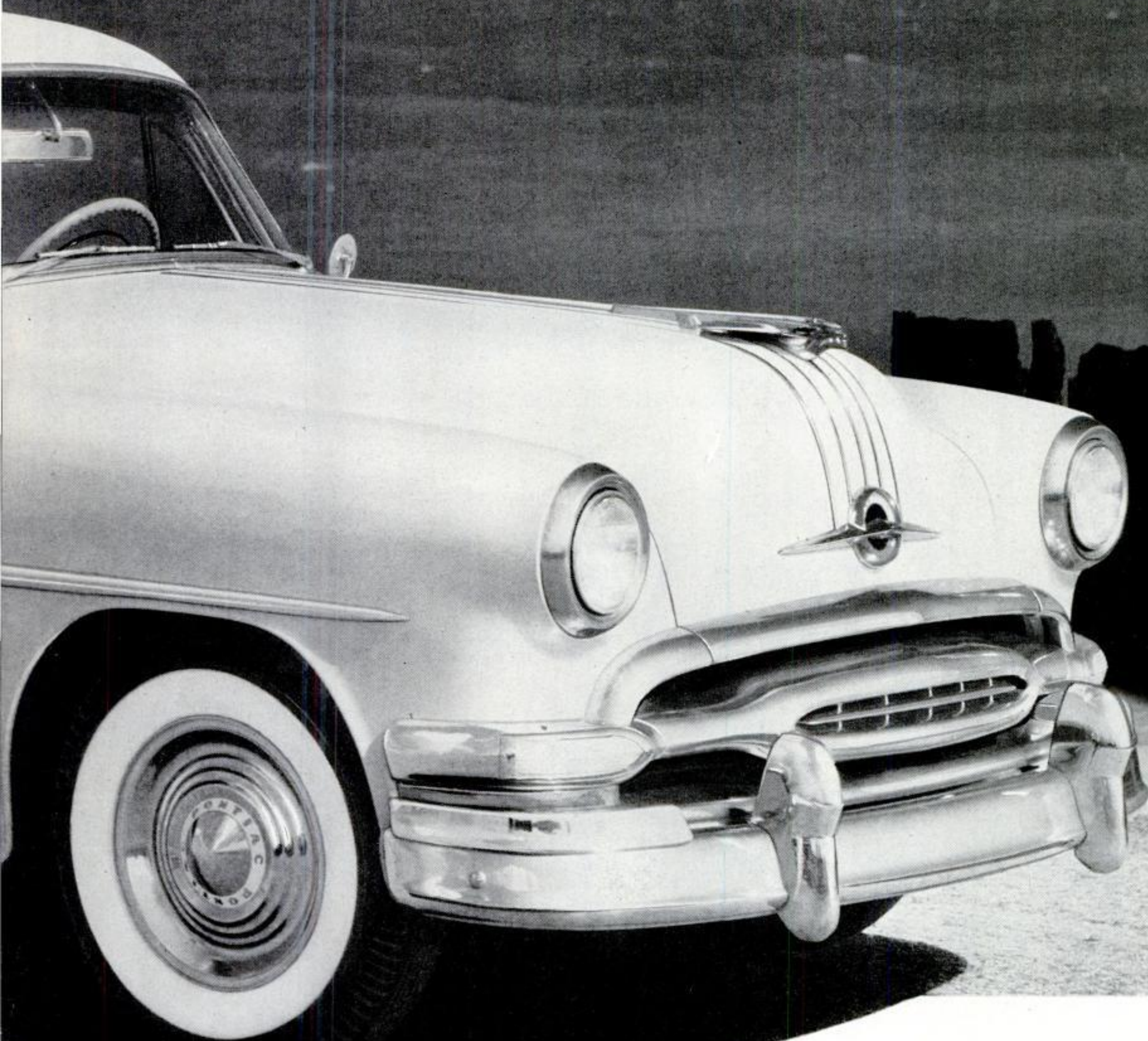
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and traveling pleasure. Great economy, of course, and unquestioned reliability to round out a really sound investment. And finally, a reputation that reflects your sound taste and expert judgment.

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You'll find exciting extras



Most power at the price! New, compact RCA Victor Quincey gives you big-set power and range plus famous "Golden Throat" tone. Handsome, lightweight cabinet. The perfect "extra" radio for any room—makes work-time playtime! Rich tortoise-shell brown finish. Model 3X521. Only \$19.95



World's fastest automatic changer! Touch a button for over 90 minutes of your favorite music on this completely automatic "Victrola" 45 table phonograph. Five years of "45's" prove them your best buy in records.

The 45 system is the only single speed that lets you enjoy every kind of music recorded today—from "pops" to classics. Hear "45's" best on this complete "Victrola" 45 phonograph. Model 45EY2, only \$34.95

built into every RCA VICTOR radio

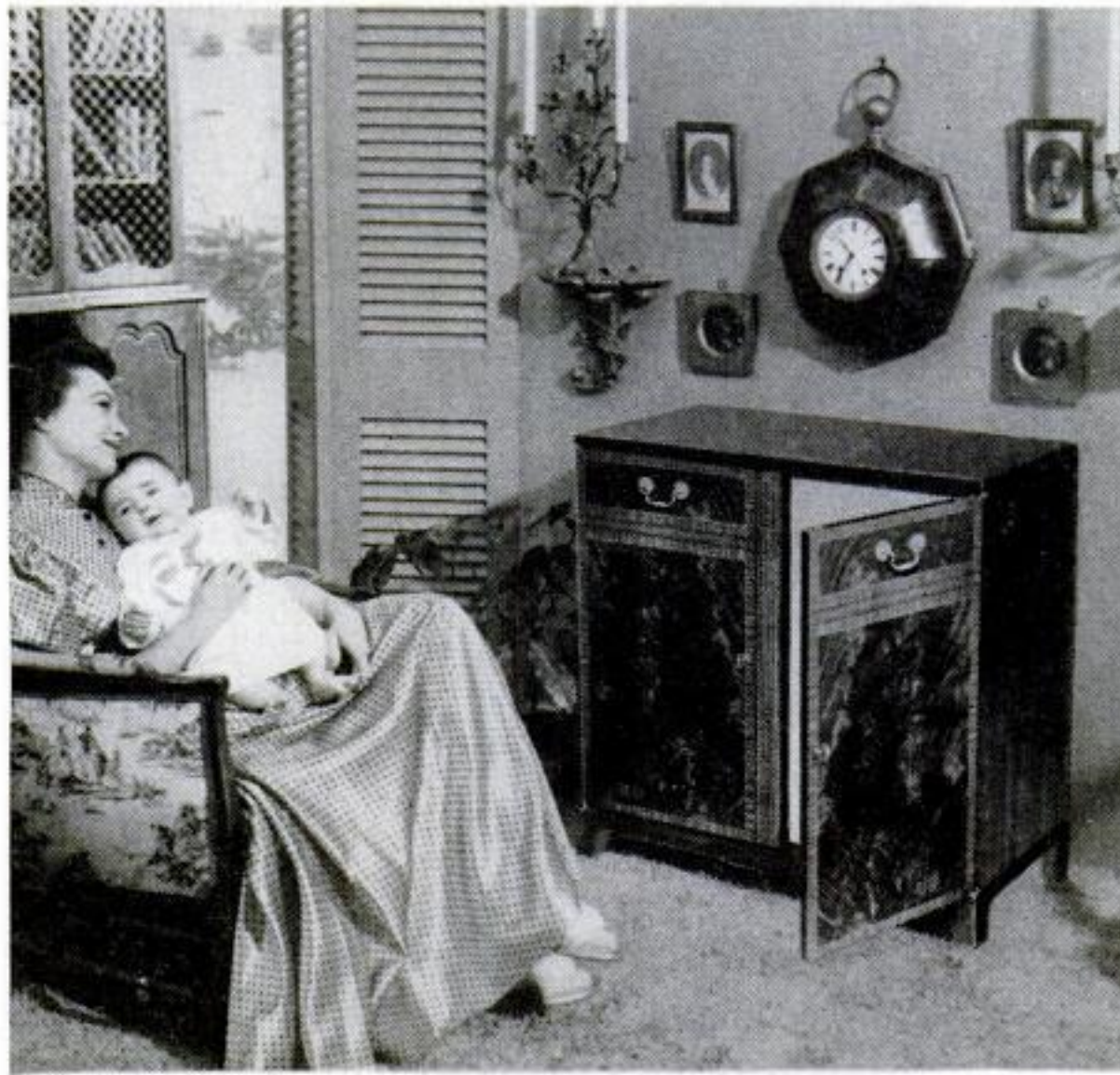
Tmks.®

RADIO CORPORATION OF AMERICA



Wakes you to music! RCA Victor's clock-radio automatically turns on your favorite shows, starts coffee. Lulls you to sleep, then clicks off! Telechron* Clock, plus AM radio. 2C521, \$39.95

*® Clock supplier



Finest sound in the finest furniture! New RCA Victor High Fidelity "Victrola" phonograph doubles the realism of records, from full-throated bass to piccolo's trill! 12-inch "Olson-design" speaker, new 3-speed silent changer. Mahogany or walnut finish (limed oak extra). 3HS6, \$275

Suggested list prices, subject to change without notice. Slightly higher in far West and South.



Takes you abroad! The new RCA Victor "Strato-World" 7-band AM/short-wave portable is powered to pick up the world. Three built-in antennas, electrical band spread tuning. AC, DC, or battery. Model 3BX671, \$139.95 (less batteries)

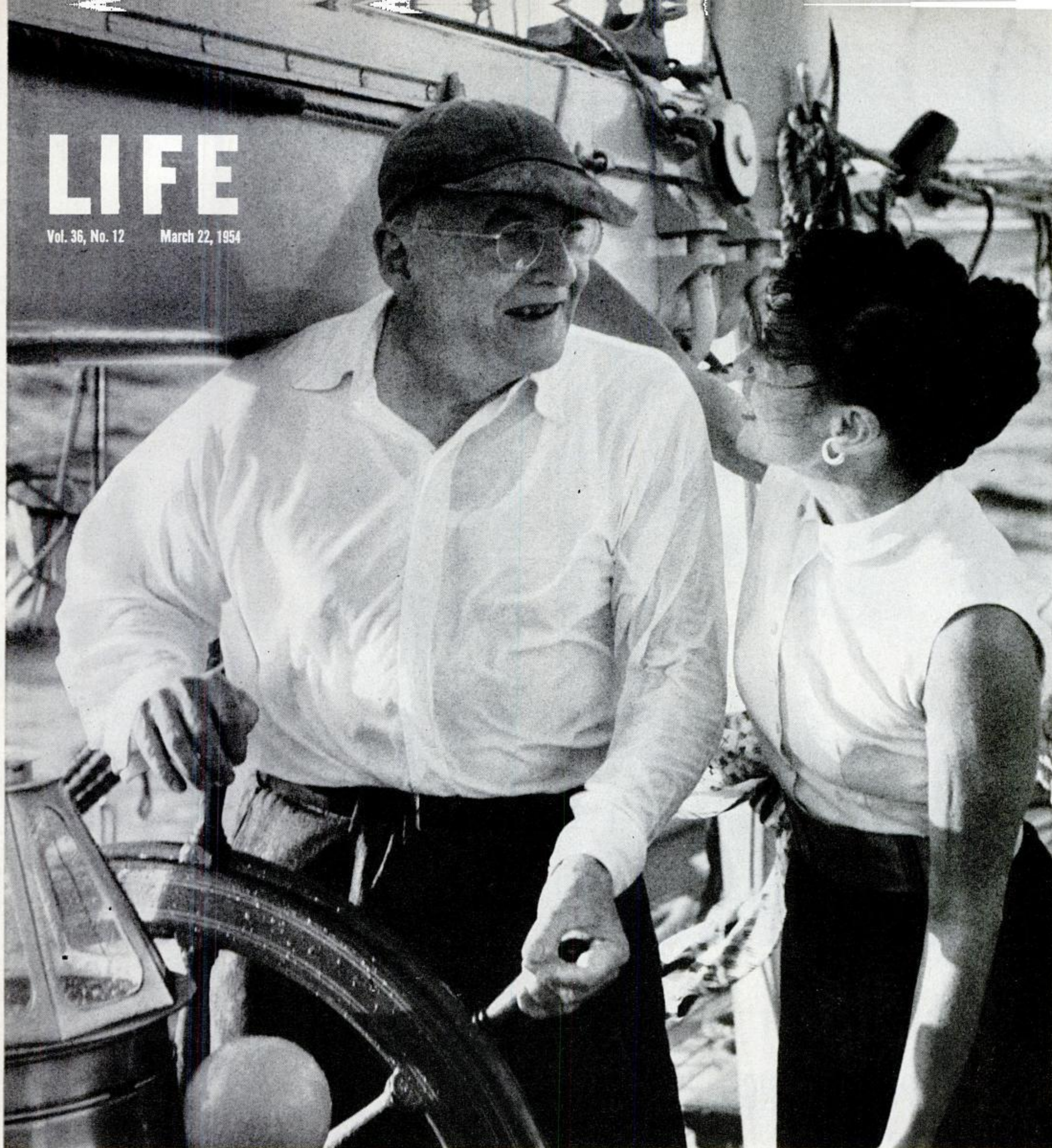
Hear Phil Harris and Alice Faye over NBC-Radio, Friday, 9 pm, EST.

and "Victrola" phonograph



LIFE

Vol. 36, No. 12 March 22, 1954



ON VENEZUELAN YACHTING PARTY, WAVE-SOAKED DULLES, A VETERAN SAILOR, TURNS FROM WHEEL TO CHAT WITH KATHY PHELPS, PRETTY ORNITHOLOGIST

PILOT DULLES OUTSAILS THE REDS

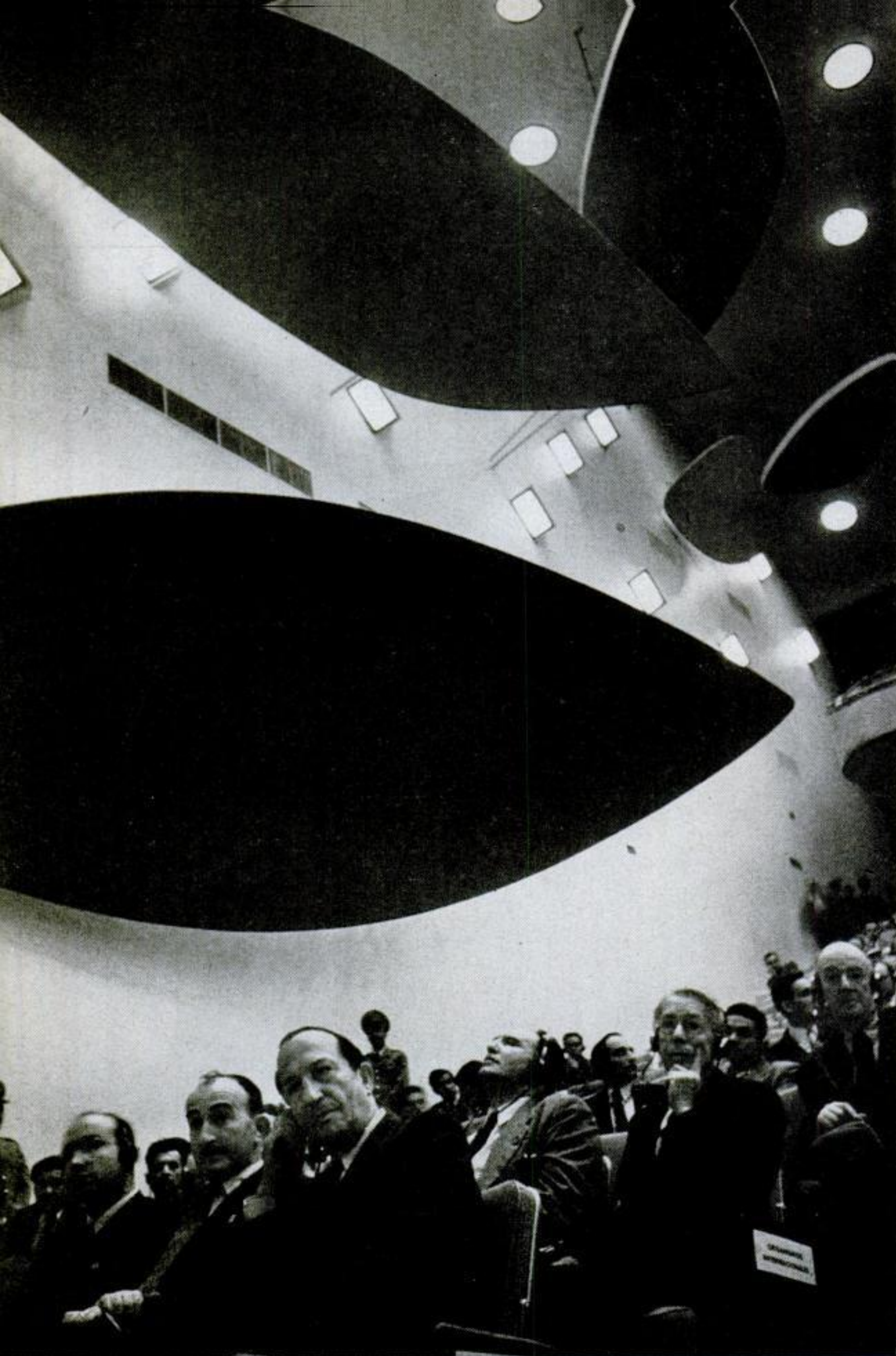
PHOTOGRAPHED FOR LIFE BY LISA LARSEN

Through choppy waters of hemispheric suspicion Secretary of State John Foster Dulles last week steered a patient and knowing course to win an important victory in the fight against Communism. At Caracas, Venezuela the 10th Inter-American Conference voted 17 to 1 for a U.S. motion that called on the American republics to act against Communism as an alien despotism "constituting intervention in American affairs." The single negative vote was cast by Guatemala, where Communism has scored its most significant advances (*LIFE*, Oct. 12). Two others, a fretful Mexico and a traditionally anti-U.S. Argentina, cautiously abstained.

But the size of the pro-U.S. vote was not the full measure of Dulles' achievement in a forum where history and traditional fears of the *Yanqui* were working against him. The Dulles resolution updated the Monroe

Doctrine to fit in with 20th Century experience on how foreign intervention, which Monroe sought to prevent, might be achieved through domestic conspiracy. It rebutted the sophistry that "native" Communists differ from the foreign variety. It branded Communist domination of any American state as a threat to the sovereignty of all, which should be met collectively "in accordance with existing treaties."

That phrase stirred some old worries in Latin-American countries about U.S. armed intervention, and some delegates who eventually voted with the U.S. first tried to put over softening amendments. But Dulles, disclaiming any intention to dictate how other nations should meet their problems, insisted that a watered-down resolution was worse than nothing. When the vote was taken, his diplomacy of applied firmness paid off.



IN CARACAS UNIVERSITY'S MODERNISTIC HALL CROWD FOLLOWS DEBATE

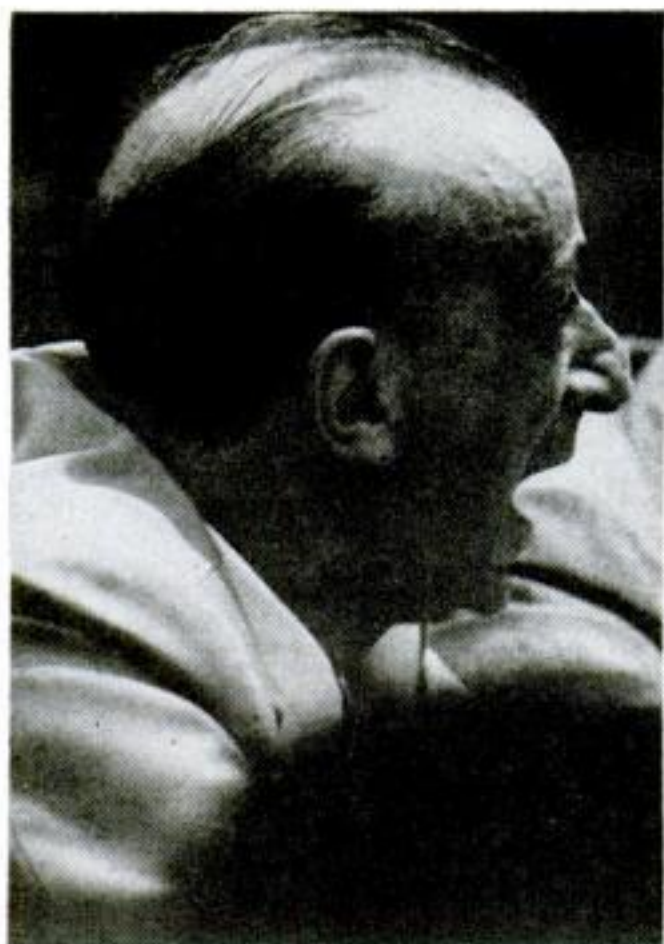


GUATEMALA'S TORIELLO (LEFT) PLOTS NEW MOVES IN A NIGHT SESSION

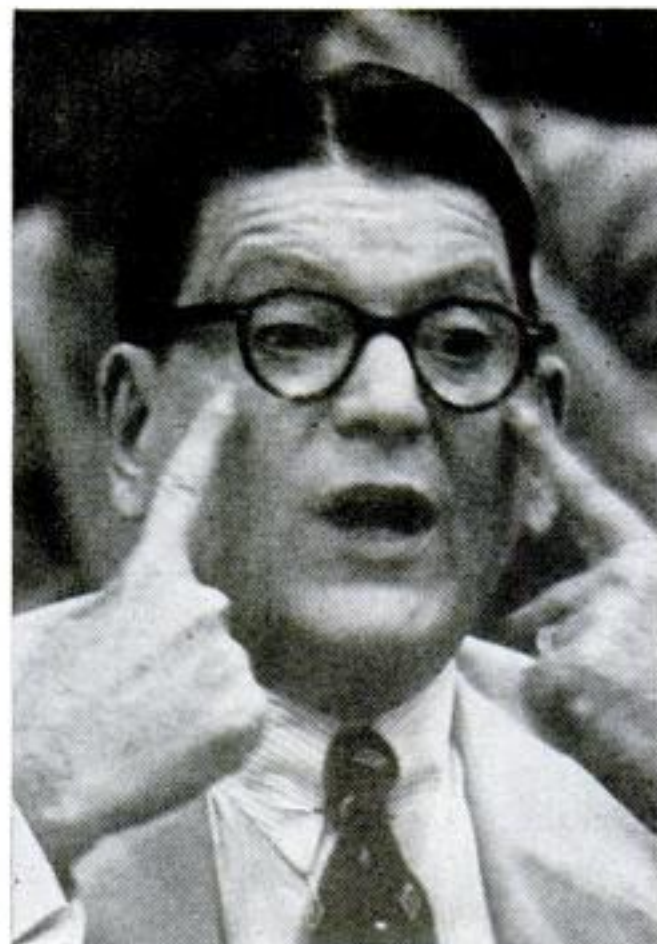
IMPASSIONED DEBATE AND A HAPPY ENDING

The principal opposition to Dulles' resolution came from Guatemala's Foreign Minister Guillermo Toriello, who delivered a vituperative attack on the U.S. Dulles shrewdly refused to be drawn into this kind of warfare. He kept the delegates' attention centered on the larger

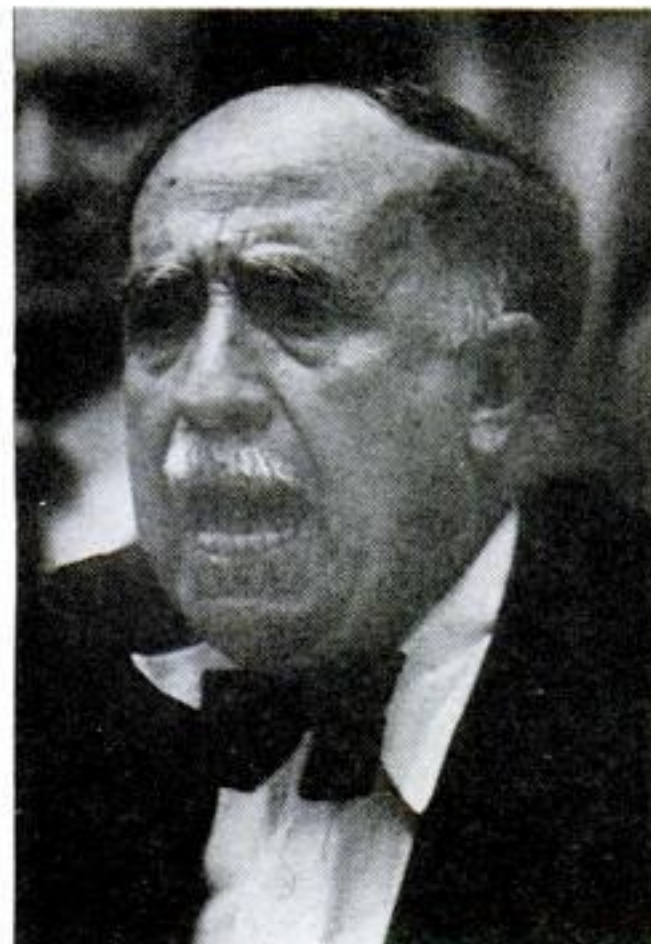
issues while answering their anxious demands for economic help from the U.S. Though he could make no actual commitments, he pleased them and indicated the U.S. intention to aid them by offering an inter-American economic conference in Washington later in the year.



VOICE OF BRAZIL, Foreign Minister Rao, cried, "We must fight Communism to save our liberties."



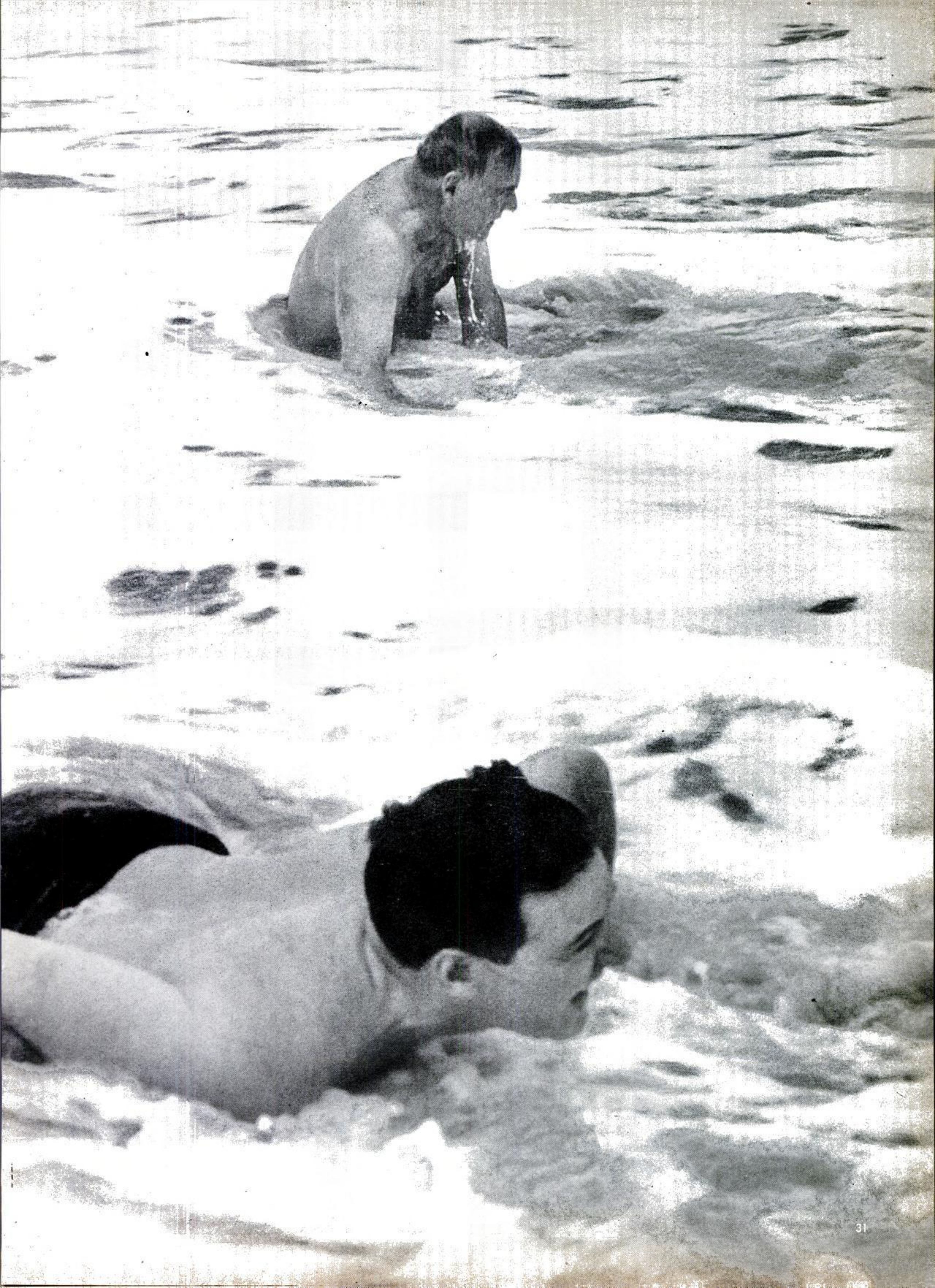
VOICE OF CUBA, Ambassador E. Nuñez Portuondo, declared, "You can see the danger of Communism."



VOICE OF PERU, Ambassador Belaunde, declared, "Peru condemns ... work of Communist plotters."



VOICE OF MEXICO, Ambassador Cordova, argued, "Mexico is against intervention ... it is inadmissible."



THE MCCARTHY ISSUE STANDS

IF IT HASN'T BEEN DISPOSED OF BY NOW, THERE ARE STILL SOME WAYS TO DO IT

Until the Messrs. McCarthy, Cohn, Stevens and Adams emerge from the garbage they have dumped on each other (pp. 45-48), it will be impossible to say whether the McCarthy era is drawing to a close or not. It is difficult to see how the senator can surmount the loathing and total distrust he has aroused in some new and powerful quarters, which now include not only the U.S. Army but the White House, most Democrats, two major TV networks and a growing number of his fellow Republicans in the Senate.

Moreover, the public is getting tired of this interminable Von Stroheim movie starring "the man you love to hate." Serious legislation is being held up, foreign problems obscured, the public mind distracted and even business hurt. When half the U.S. government can seem to hang on the fate of Roy Cohn, one expects that the whole disorderly dream must shortly be laughed away.

Unfortunately, on matters involving Senator McCarthy, the laughter is never general. He has almost five more years of tenure in the free world's most powerful club, the U.S. Senate, and a popular identification with the free world's most serious cause, anti-Communism. Some day he will be counted out, but he cannot be wished away. What then can be done about him? Whose responsibility is this irresponsible bore?

The power to curb McCarthy directly rests in one place and one place only: the U.S. Senate. Last week the Senate, via its Republican Policy Committee, recommended some improved rules for the conduct of investigating committees, of which McCarthy's Committee on Government Operations has the most notorious record. This feeble reform would not curb McCarthy even if it should go into effect. Not written, but unwritten rules are the kind McCarthy fractures. To really curb him the Senate would have to abolish his committee. There are good technical arguments for doing this, but to do it the senators would have to develop just as much anger as they would need to expel him from the Senate.

There are good technical reasons for doing that, too. Senator Benton's effort to press them in 1951 fell awfully flat, but perhaps Benton was less quixotic than premature. The Senate, under the Constitution, is empowered to write its own definition of unsenatorial conduct. In 165 years it has expelled 15 senators, refused seats to another 15, forced the resignation of seven and censured three. Some of these victims were better equipped than McCarthy to represent an American state. The Senate is a tolerant place; its focus of dignity is hard to find, but it exists.

By any definition, McCarthy is a bad senator. He has shown no interest or capacity for national problems other than his own. His name is unconnected with any major piece of legislation. In the 1951-52 session he voted less frequently than 72 of his colleagues. He once stretched his senatorial privileges to the point of defying and insulting the old Gillette subcommittee when it tried to investigate him. He has withdrawn his libel suit against Benton, thus inviting credence to some very damaging charges. If the Senate were in a mood to expel McCarthy, it could find reasons enough.

To expect this may be wishful thinking. If so, McCarthy himself is unlikely to be curbed. Can the McCarthy problem, then, be solved some other way?

The President could solve it. He could do so not by re-buffing and disowning McCarthy (he has probably come in

too late on his best effort to do that) but by making McCarthy's crusade irrelevant and unnecessary. The people who support McCarthy are not yet convinced of his irrelevance. There are many reasons for this; not the least is the death of Senator Taft. Who now remembers Taft's contemptuous deflation of McCarthy over the Bohlen confirmation? There were giants of orderly conservatism in those days—a few months ago; and there can be again.

The President's problem in restoring this order is a fairly simple one. Vice President Nixon made an excellent start toward its solution in his speech last week. The unnecessary of McCarthy could be made unmistakable if the President would press home Nixon's reminder of how strong the government's policy on Communism really is.

Under the Smith Act of 1940, as now interpreted by the courts, the government can jail virtually any Communist it really wants to. Its failure to jail all Communists—or to ask for the outlawing of the Communist party—is a matter of tactical discretion, not of impotence or apathy. With or without a few minor enlargements of power requested by the attorney general, the government is adequately armed and informed against the domestic danger of Communism.

This goes for the danger of infiltration in government employment also. Experience has at last produced a tough and workable government security program which needs only a little time, plus continuous vigilance by responsible congressmen, to restore public confidence and the morale of government employees. The new government security program transcends questions of "loyalty" and "subversion." The government must and does resolve doubts about employees in its own favor on many more grounds than those. If it were not for McCarthy, the Democrats might even see the wisdom of giving up their foolish "numbers game," trying to force the government to isolate its "loyalty" cases when a general security program gives better protection to all concerned.

The surest and best replacement for McCarthy's indecent anti-Communism is a decent anti-Communism to which the great bulk of the nation, Republicans and responsible Democrats, could subscribe. Its definition would state the conviction that Communists are members of an international criminal conspiracy whose goals and methods are well known and unchanged. It would disavow complacency about the danger of infiltration, past, present and future, and would even offer advice on this danger to the heads of universities and other sensitive and vulnerable areas over whose policies the government has and wants no control. It would express the general sense of the nation that most "Fifth Amendment Communists" are Communists. It would remind us that even Communists, however, are guaranteed the protection of the laws and the Bill of Rights. It would ridicule the so-called "reign of terror" which liberals are forever announcing and relegate it to its source in the minds of Communists and poltroons.

Such a statement by the President would not solve the Communist problem, which requires universal vigilance every day. But it would surely cut the McCarthy problem down to size. The President might even succeed in taking the word "treason" out of politics and restoring its rightful meaning. Such a political accomplishment would far outweigh the political risk involved. Indeed a considerable political risk would be well worth taking if we could be sure of burying the McCarthy era once and for all.



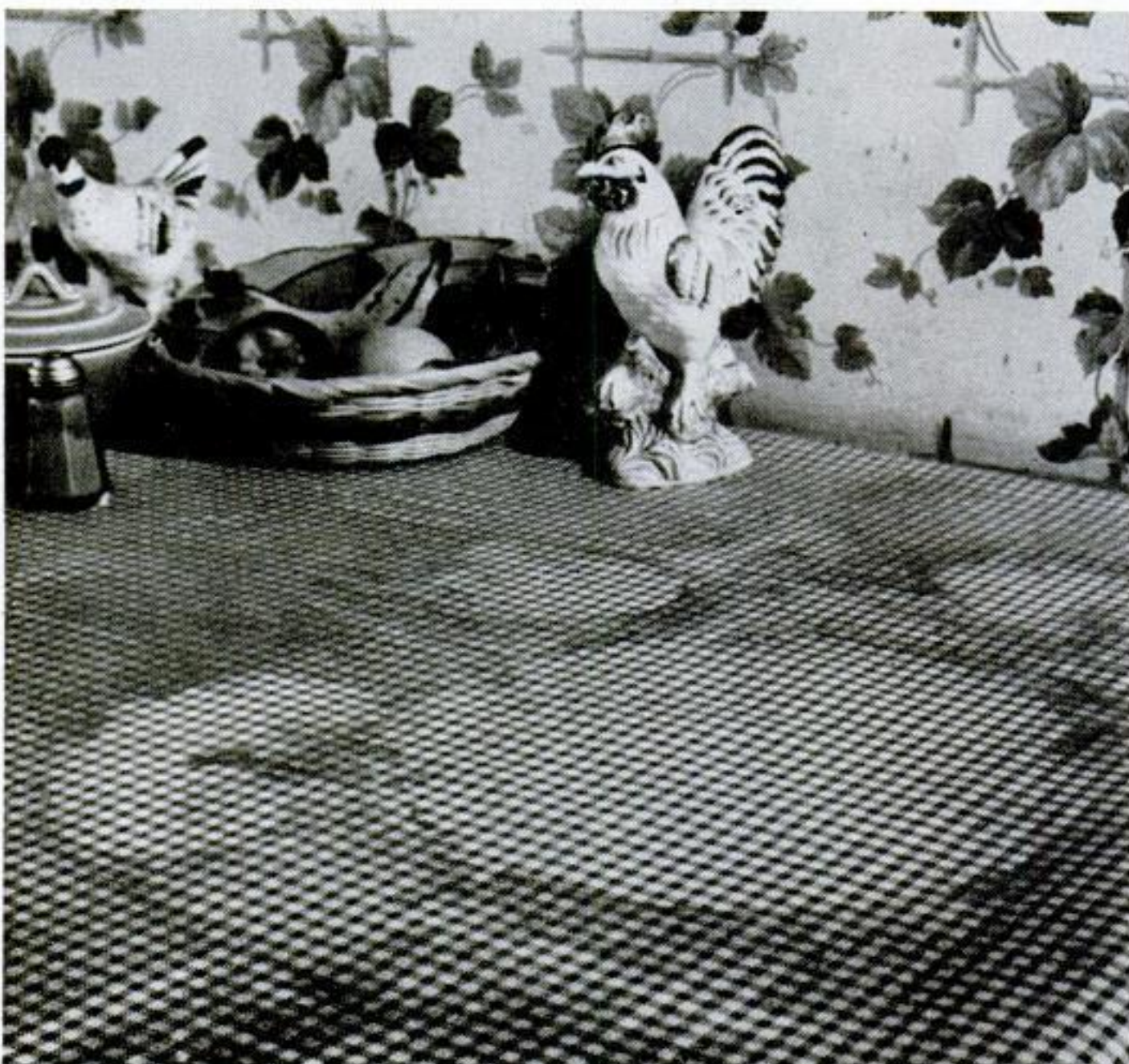
A SULTAN, BLOODY BUT UNASSASSINATED

"I may fail but there are others like me," vowed a nationalist assassin, who six months ago (LIFE, Sept. 28) tried to kill the French-installed Sultan of Morocco, Sidi Mohammed Ould Moulay el Araf. Fearful, the sultan, who is 76, kept to his palace in Rabat. But early this month, to show himself in public, he ventured south to Marrakech on a visit to the powerful Pasha el Glaoui. The two rulers went to a mosque to pray, but

just as the sultan bowed toward Mecca, a hand grenade exploded a few feet away. A 25-year-old garage mechanic, Ahmed ben Ali ben Mohammed, ran toward the door. Collared and dragged outside, he gasped, "I knew this awaited me," just before he was shot to death by El Glaoui himself. Said the lucky old sultan as blood from a superficial wound over his eyebrow flooded down over his white *djallabah*, "It is divine will."



DEEP FURROWS WERE CUT NEAR ULYSSES, KAN. TO TRAP DUST, WITH THIS RESULT. CLODS ALSO HOLD DOWN SURFACE EARTH, KEEP IT FROM BLOWING AWAY



OUTLINES OF DUST were left on a Lubbock, Texas table top after dishes and napkins were removed. Fine dust got in even though all windows were shut.



DUST DUNE on a farm near Seagraves, Texas was built up by trees and bushes, which trapped dirt. West winds which drove the soil sometimes reached 70 mph.



DARKNESS AT NOON forced truck to turn on its headlights along Highway 287 near Lamar, Colo.

SAND ALONG RAILS is pushed across right of way so prevailing winds will not blow it onto tracks.

DUST, DUNES AND DARKNESS

Skies in huge areas of the West were dark last week with the most violent dust storms since the 1930s. Gales stripped away top soil long powdered by drought and exposed by the overplowing practice of "suitcase farming." Suitcase farmers live in the city and visit their farms only briefly to plant for maximum yield and a quick profit. This leaves their land without adequate ground cover, and when winds rise, dust from their fields blankets the neighboring farms. In the panhandles of Texas and Oklahoma, and the bordering areas of Kansas, Colorado and New Mexico, seething soil drifted everywhere, stripping some fields, inundating others. Even high-flying geese fell to earth, suffocated. The winter wheat, needing rain, still held back much of the topsoil. Bad enough now, the situation would become desperate if rains did not come within a month.





WILMA MONTESI DIED AT 21

ITALY'S SCANDAL OF DOPE AND DEATH

When a Roman girl named Wilma Montesi was found dead on the beach at nearby Ostia last April, police called it accidental drowning, and no one paid much attention. But last week everyone in Italy was talking about the Montesi case, and the scandalous talk threatened Premier Mario Scelba's new government.

The scandal broke when the magazine *Attualità* charged that Wilma actually died from taking too much opium at an exclusive club. Haled into court, Editor Silvano Muto identified the club as aristocratic St. Hubert's hunting lodge. He said two would-be actresses, Adriana Bisaccia and Anna Maria Caglio, had told of all-night dope orgies there. As chief party-giver, Muto named Marchese Ugo Montagna, who was later reported to be no more than a onetime black-marketeer and German spy.

Signorina Caglio, who called herself Montagna's ex-mistress, added salacious details to Muto's story, then implied that her lover and the foreign minister's son had asked Italy's police chief to hush up the Montesi case. By the time Anna Maria finished mentioning important names, 24 lawsuits had been filed against her, and she had given Communists plenty of mud to sling against the government. Courageously moving to clean things up, Premier Scelba last week let his police chief resign, ordered a cabinet-level investigation of the whole Montesi mess.



DEATH SITE at Ostia is marked by a crude cross. Boy beside it was playing nearby when a passer-by discovered Wilma's partly clad body.



A GRISLY REMINDER of Montesi death, on cover of the magazine which broke case, shows oversize girl lying across Ostia beach. Caption advertises Editor Muto's testimony.



RELUCTANT WITNESS at Muto's trial was Adriana Bisaccia, an existentialist and artist's model. She attempted suicide before testifying, then claimed she had lost memory.

GIORNO

SETTIMANALE DI POLITICA E ATTUALITÀ



LA MONETA E MONTAGNA AI TEMPI FELICI

Ecco i due protagonisti del « caso Montesi-Muto » fotografati in un locale notturno, prima che la dinamica ragazza milanese intrinseca l'offensiva contro il suo ex compagno. Il « memoriale » e le deposizioni di Marianna saranno al centro del dibattito che riprenderà il 4 marzo dinanzi al Tribunale di Roma. (Alle pagg. 5-7 tutte le ipotesi e tutti gli avvenimenti).

A ROMANTIC REMINDER of gayer days, on cover of a rival magazine, shows "Marchese" Ugo Montagna and Anna Maria Caglio. All Italian magazines gave big play to case.



STAR WITNESS for Muto was Anna Maria Caglio, the daughter of a prominent Milan businessman. She is held by man at right so photographers outside court can take picture.



AN EDITOR, Silvano Muto, is on trial for printing false news apt to perturb public order and his case is still before the court.



POLICE CHIEF Tommaso Pavone, a Scelba appointee, has resigned but will fight charge he accepted favors from Montagna.



CLUB GUEST Piero Piccioni, a jazz musician and son of the foreign minister, is suing Anna Maria for naming him in case.



FOREIGN MINISTER Attilio Piccioni, a prominent Christian Democrat, may resign because of the testimony about his son.



WEARY PREMIER Scelba is shown as he awaited successful result of confidence test in Chamber of Deputies. Now he faces new attacks.



NOT PAINLESS IS 'BRAINLESS'

And he sways Iranian voters

The bazaars of Tehran trembled last week at the sight of a black-bearded face, at the sound of vile insults and of heads being knocked together. "The Brainless One" was out electioneering. The bully's real name is Shaban Jafari and, though once a famed wrestler, his favorite sport now is "persuading" Persians to vote for pro-shah members of parliament.

Armed with knives, clubs and chains, The Brainless One and his mob stalked from one polling place to the next making sure that Premier Zahedi's Royalists got just about every vote. Suspected Mossadegh or Communist supporters were yanked out of line. Some were stabbed, beaten or shorn of their hair. Others more fortunate, were merely booted back in line with a new ballot marked by Shaban.

Although nobody is quite certain where The Brainless One's zealous backing of the shah stems from, they do know how he got his unflattering nickname. Last year, determined to kill Mossadegh who was still in power, Shaban rammed his jeep head-on into the bedridden premier's home. The ill-conceived assassination attempt fizzled when Mossadegh, very much alive, vaulted over the garden wall in his pajamas and had Shaban arrested.

Royalists appreciated The Brainless One's current efforts but probably did not consider them necessary since the Royalists were certain to win the election anyway. His methods are standard procedure in Iranian elections. In fact people remarked that, despite The Brainless One, this one seemed quieter than most. No one was killed and only 200 were hurt.

BIG-MOUTHED LEADER of "Society of Gallant Men," Shaban boasts of more than 300 brawls for

the shah. The shah rewarded him with an interview and, Shaban says, a promise of his own gymnasium.



SACRIFICE TO SHABAN was made by an awed voter who slaughtered a sheep for "Brainless." Sheep lies in a pool of blood while Shaban holds dripping head.



HOSPITALITY FOR SHABAN (second from right) and followers is extended by the sheep owner who provides a charcoal foot warmer and use of his house.



BRAINLESS HORSEPLAY is used by Shaban to teach two squeamish lieutenants how to get really tough with anti-Royalist voters. The ex-wrestler has them

collared and, to the delight of his other followers, is about to bang their heads together. A lesson like this does not make Shaban's henchmen any less loyal.



CONVERTED VOTERS get back identity cards together with filled-in ballots from a progovernment campaigner, who uses less violent tactics than Shaban.



STYMIED VOTER, who wants to cast an opposition ballot, is told by committee in polling place that his identity card is void.

THE BRAINLESS ONE (SECOND FROM LEFT) AND HIS GANG GET HELP FROM SOLDIERS AND COPS AS THEY BEAT AN ANTIGOVERNMENT VOTER INTO SUBMISSION





Crisp Pascal **CELERY**... Good Heavy **CREAM**



SALMON CASSEROLE

1 cup (4 ounces) macaroni (elbow or broken) 2 cups drained flaked salmon (1-pound can)
 1 can Campbell's Cream of Celery Soup ¼ cup chopped pimiento
 ⅔ cup evaporated milk 1 cup shredded Cheddar cheese

Cook macaroni according to package directions; drain and reserve. Combine cream of celery soup and milk; stir in macaroni, salmon, pimiento and half of the cheese. Turn into a greased 1½-quart casserole; sprinkle remaining cheese on top. Bake in moderate oven (350°F.) about 25 minutes. If desired, garnish with additional pimiento. 4 generous servings.

... delightfully blended in this smooth
 delicious **Cream of Celery Soup!**

Choice Pascal celery is rushed on ice to the kettles...combined with rich country cream... and gently simmered. The result: a soup that's a sheer delight... velvety, fragrant... pieces of celery through and through. Why not serve this magnificent soup to *your* family... *today!* And why not also try it as a cooking sauce... with fish, meat or vegetables.



Campbell's CREAM OF CELERY SOUP

High-protein Quaker helps you



8½ GRAMS OF PROTEIN
in this bowl of creamy-delicious hot Quaker Oats with ½ cup milk and 1 teaspoon sugar. Yet only 221 calories.

EASY TO MAKE AS COFFEE!
And just as quick! Simply pour Quick Quaker Oats in boiling water. It cooks completely — ready to serve — in only 2½ minutes!

Look for Weight-Control Menus inside Quaker and Mother's Oats packages!

Mother's Oats and Quaker Oats are exactly the same



Oats

control your weight!

Protein at breakfast is new key to weight control

Now it is known that an easy way to control weight is to start with a high-protein breakfast. Protein cuts down hunger. Yet protein foods keep you well-fed. And oatmeal gives you far more protein than any other leading cereal. That is why you can eat a bowl of creamy-delicious Quaker Oats with milk and sugar every morning—and control your weight.

The trend is to high-protein foods like Meat, Milk, Eggs, and Quaker Oats

Nowadays weight-conscious men and women are eating high-protein foods like Quaker Oats for breakfast. They are avoiding the fattening starchy foods. And they know oatmeal is their most economical source of breakfast protein.

Modern new weight-control menus are now in Quaker Oats Packages

You will enjoy good eating at every meal and control your weight with these Menus. There is no special cooking required for weight watchers. These are basic meals. They are tasty, economical, satisfying!

Here is a Typical Day's Menu

FOR WEIGHT CONTROL 1600 Calories

BREAKFAST

Orange Juice (½ cup)
Quaker Oatmeal (¾ cup) with
½ cup whole milk and
1 tsp. sugar
Rye Bread Toast (1 slice) with
1 tsp. butter
Coffee (black)

LUNCHEON

Two-Egg Omelet with
2 Tbsp. Creole Sauce
Relishes (celery, radishes)
Oatmeal Bread (1 slice) with
1 tsp. butter
Royal Anne Cherries with
syrup (½ cup)
Skim Milk (1 cup)

DINNER

Cube Steak (5 ounces)
Baked Potato (1 small) with
1½ tsp. butter
Spinach (½ cup) with small
lemon wedge; ½ tsp. butter
Tossed Salad (1 cup) with
½ Tbsp. French Dressing
Apricot Whip (½ cup)
Skim Milk (1 cup)

THREE SATISFYING MEALS



FOR GROWING CHILDREN AND ACTIVE ADULTS 2400 Calories

ADD

Rye Bread Toast (1 slice)
with 1 tsp. butter
Whole Milk (1 cup)

ADD

Pork Sausage Links (2)
Serve Whole Milk

ADD

Chicken Soup (1 cup)
Whole Wheat Bread (1 slice)
with 1 tsp. butter
Serve medium-sized potato,
increasing butter to 1 Tbsp.
Serve Whole Milk





Make a change for the better!

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- ★ Better quality
- ★ Better for your budget

Ask for **Paul Jones**

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SCHINE AND COHN LAUGH LAST SPRING AS McCARTHY QUESTIONS THEODORE KAGHAN, U.S. INFORMATION OFFICER ON WHOM THEY REPORTED ADVERSELY

COHN-SCHINE SAGA AT A CRITICAL POINT

McCarthy's counsel, named in Army report, precipitates a real mess of trouble for his boss



ON FAMOUS TRIP to Europe last spring, Cohn and Schine board a plane at the London airport.

The man Joseph McCarthy had called his number one asset, Chief Committee Counsel Roy Cohn, suddenly appeared last week as the senator's biggest liability. The change came with the release of a U.S. Army report on the efforts made by Cohn, often with McCarthy's approval, to obtain preferential Army treatment for Cohn's sidekick, G. David Schine.

Although much of the story was already known (LIFE, March 8), the ferocity of Cohn's efforts had not been fully revealed. Over and over again, the report stated, Cohn had complained to Army Department Counsel John G. Adams that the Army was "double-crossing" him by not granting his requests. At one time he had threatened to "expose the Army in its worst light" if it did not cooperate. McCarthy himself had made a similar threat.

Well-reasoned cases have been made repeatedly against McCarthy, but this one promised to be the most damaging politically. Millions of

former servicemen (to say nothing of their parents and friends) would resent a display of favoritism. Cohn and Schine had known adverse publicity before, notably when they made a junket through Europe last April. Schine, 26, son of a wealthy hotel owner, was an unpaid consultant to McCarthy. Cohn, 27, was a paid professional. The son of a New York judge, he had graduated from Columbia University Law School at 20, worked with the Justice Department on the Rosenberg trial and the 1952-53 conviction of the second-echelon Communists.

Now under heavy fire, Cohn and McCarthy struck back desperately. They released what they said were committee memorandums showing that Army Secretary Stevens had offered to supply them with "dirt" on the other services if they would spare the Army. They said that Adams had begged Cohn's help in getting a lucrative law job. McCarthy praised his chief counsel effusively but opposition was piling up.



IN TRAINING at Camp Gordon, Ga., Schine has had no preferential treatment since he left Fort Dix.



DEFENDING COHN (right), McCarthy says only J. Edgar Hoover is hated more by the Communists.



FIRST ADVERSARY was Senator Flanders, here shown in his office, who attacked McCarthy for helping the Democrats by splitting the Republican party.

McCarthy CONTINUED



ON TELEVISION Murrow (*left*) says U.S. can blame only itself for mccarthyism. Most telling shots in the show were of McCarthy's snickering laugh (*right*).

A RAPID SEQUENCE OF SETBACKS

It was a bad week for McCarthy even before the Army report appeared. At the outset he was turned down by the networks when he demanded free time to reply to Adlai Stevenson's speech accusing the Republicans of adopting mccarthyism. The time was given instead to the Republican National Committee, who chose Vice President Nixon to answer Stevenson. On the Senate floor, Republican Ralph Flanders of Vermont (*left*) delivered an effective speech ridiculing McCarthy's record. Over TV, Edward R. Murrow used his widely seen CBS *See It Now* program to point up McCarthy's inconsistencies, his half-truths and recklessness. Never before had a major network allowed a direct attack on McCarthy, and CBS reported the response was overwhelmingly favorable. At his weekly press conference Eisenhower praised the networks and Senator Flanders.

McCarthy was having trouble even in his own committee, which had summoned Annie Lee Moss, whom he had previously accused of Communist membership (*LIFE*, March 8). Under persistent questioning, Mrs. Moss appeared to be a victim of mistaken identity who did not even know who Karl Marx was. When Senator McClellan denounced Roy Cohn's devious questioning of Mrs. Moss, the audience broke into wild applause.

Following these blows came the Army's report, which led to a day of charges and countercharges. A Republican member of the subcommittee, Michigan's Charles Potter, said that if the charges were true Cohn should be fired. The Democratic members and Republican Senators Mundt and Dirksen were similarly critical. Dirksen, once a McCarthy supporter, was particularly irked because McCarthy had released the anti-Stevens memorandums without clearing them with his colleagues. The next day McCarthy offered to vacate his chairmanship temporarily to testify for Cohn. Finally Vice President Nixon, looking the TV audience earnestly in the eye, officially rallied the party ranks against McCarthy's methods (*p. 48*).



FORMER ALLY, Potter, reads statement that the Army's "shocking charges" should be investigated.



ACCUSED WITNESS, Mrs. Moss, denies Communist tie. Symington said he'd find her a new job.



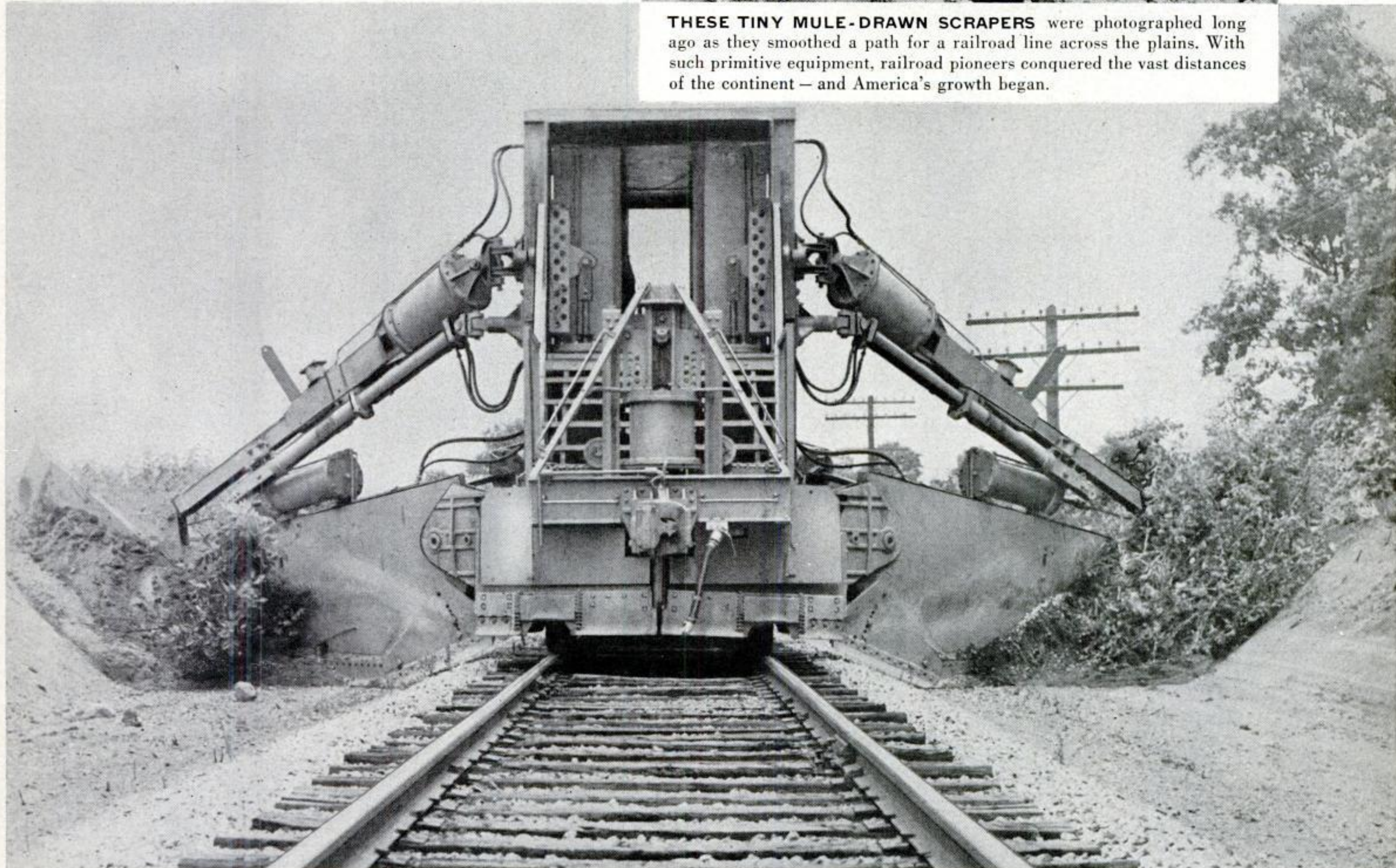
CURRENT TARGETS, Stevens and his counsel, John G. Adams, deny McCarthy's countercharge.

CONTINUED ON PAGE 48

The Railroads opened the way for America's growth...



THESE TINY MULE-DRAWN SCRAPERS were photographed long ago as they smoothed a path for a railroad line across the plains. With such primitive equipment, railroad pioneers conquered the vast distances of the continent — and America's growth began.



TODAY, THIS MODERN SPREADER-DITCHER smooths the way for high-speed giants of the rails. Other power-driven marvels can pull and drive spikes, lay rail, tamp ballast — do many of the construction and maintenance jobs so vital to railroad operations.

AND THEY'RE STILL BLAZING TRAILS FOR PROGRESS!

The America in which we live has grown and prospered along paths pioneered by its railroads—and pioneering still goes on. Just since the end of World War II, the railroads have spent more than \$9,000,000,000 on improvements. And they are going ahead with their improvement program.

As a taxpayer, you will be glad to know that the money to pay for the new and better tracks, terminals, signals and all the rest—

as well as new cars and locomotives—is raised by the railroads. None of it comes from your taxes.

It's money well spent, too, for it helps the railroads to serve you better in doing their big job of carrying more tons of freight, more miles than *all* other forms of transportation combined—and doing it at a lower average charge than any other form of general transportation.

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON 6, D. C.



You'll enjoy
THE RAILROAD HOUR
every Monday
evening on NBC.

The Very Finest... Vernell's real Buttermint Candy!



in the green
and silver bag

*A mint of enjoyment
— anytime*

Made with pure peppermint, fresh farm butter and other fancy ingredients, they are the most wonderful Buttermints you ever tasted. Try them and you'll agree!

At better stores everywhere



Wonderful when
watching TV

Delicious
after meals

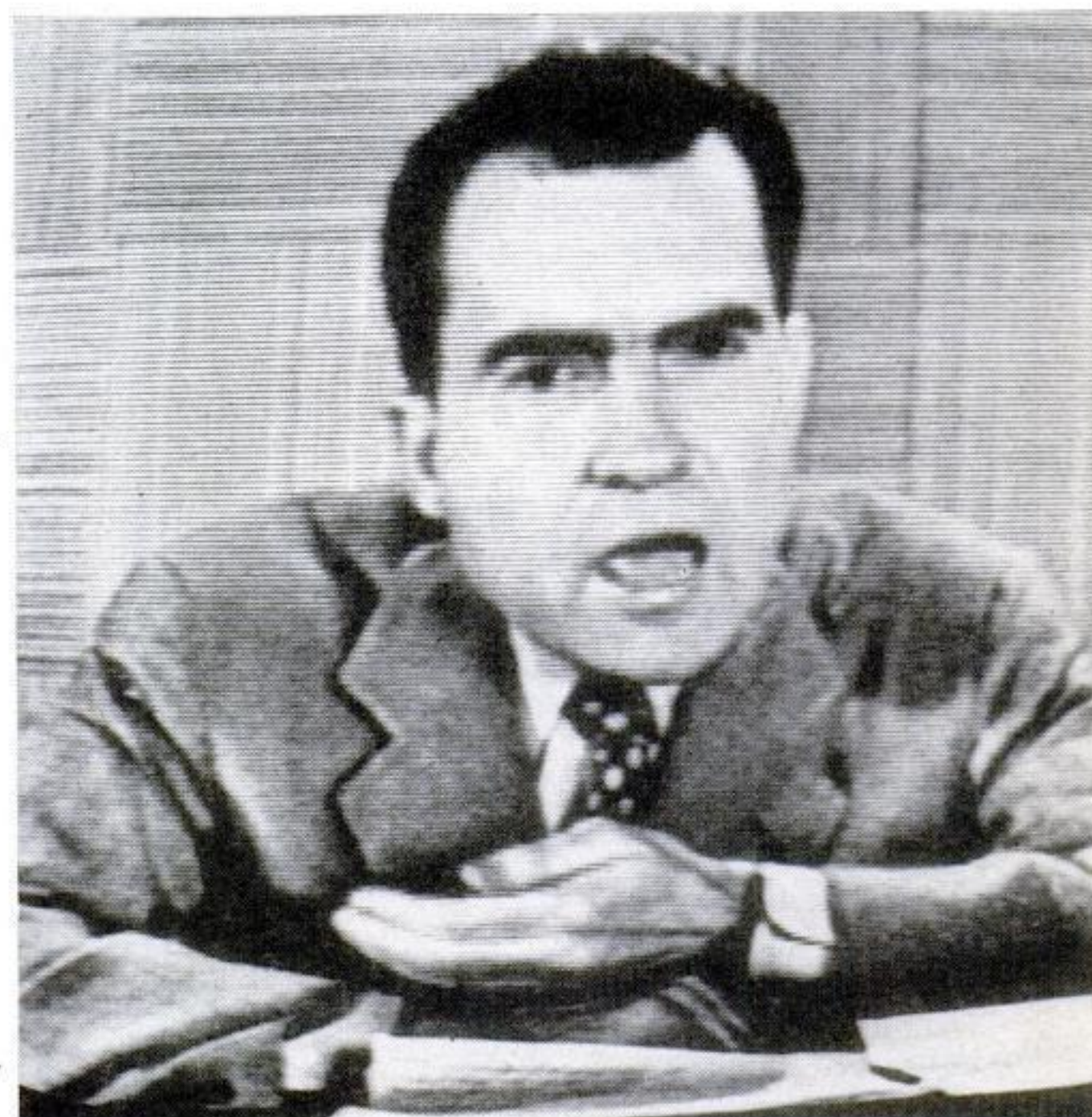
Perfect
for bridge
and parties

Vernell's Fine Candies
Seattle 9, Washington

McCarthy CONTINUED



GRASS-ROOTS ATTACK on McCarthy is made by a group of citizens of Boulder, Colo., who last week placed a full-page ad in their paper as an open letter asking Eisenhower to refute McCarthy. Committee, which is headed by two staunch Republicans, expected around 200 backers, got 312 signers for ad.



ADMINISTRATION VOICE, that of Vice President Richard Nixon, answered Stevenson and also spoke about McCarthy. He denounced "reckless talk" and "questionable methods" of some congressional investigators. Those guilty of this, he said, "have diverted attention from the Communist danger."

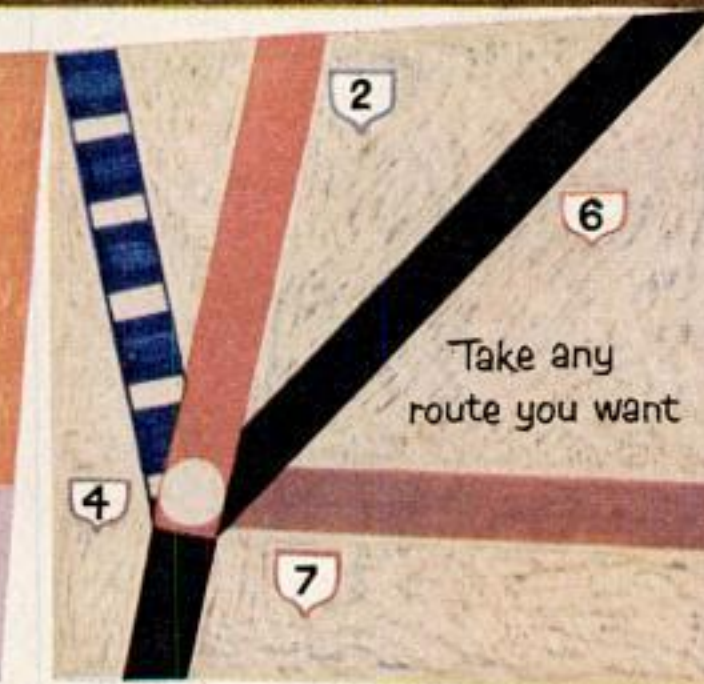
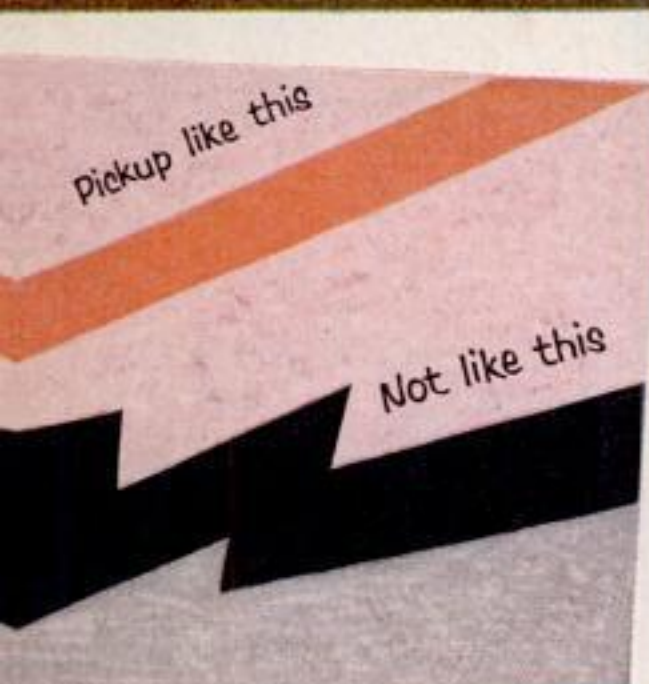
NEW '54 PLYMOUTH



Under the Beauty

SOLID VALUE

You see at once the longer, lower-sweeping lines, highlighted by the gleam of sculptured chrome. And when you open the door of the new 1954 Plymouth, you step into luxury never before attained in a low-price car. Under all of this beauty are enduring value features. They explain why, of all standard-built cars used as taxicabs, there are more Plymouths than all other makes combined! Your Plymouth dealer is ready to demonstrate these features to you.



Which woman has Plymouth's new power steering?

NEWEST NO-SHIFT DRIVE in the low-price field—also the smoothest and least expensive—that's Plymouth's sensational new Hy-Drive*! You get away—fast—in one flowing motion. No noises, jerks or lurches.

PLYMOUTH—Chrysler Corporation's No. 1 Car

SAFE-GUARD BRAKES, another famous Plymouth "plus," have two hydraulic cylinders in each front brake where competing low-price cars have but one. You get smooth, swift and always predictable stops in a Plymouth.

TRULY BALANCED RIDE makes all roads seem alike in the new 1954 Plymouth. Oriflow shock absorbers, angle-mounted rear springs and many other factors combine to give Plymouth owners a smooth ride on every road.

NEW PLYMOUTH POWER STEERING* lets you steer and park with effortless ease. And this feature is full-time—"on duty" every mile you drive. Does as much as 80% of your steering "work."

*Hy-Drive and Power Steering each available at low extra cost

Tune in Medallion Theatre every week on CBS-TV. See TV page of your newspaper for time and station.



PLYMOUTH BUILDS GREAT CARS

Your Plymouth dealer is ready to prove it to YOU

Cheese Chart

Now's the time to browse around your grocer's cheese display . . . pick your favorite Kraft varieties, and get acquainted with some new ones that will *become* favorites at your house. Because *now's* the time all sorts of wonderful cheeses and cheese products are being specially featured in the Kraft Cheese Parade.

Get some cheddar cheese for cooking (so extra helpful during Lent!) . . . some sandwich cheeses . . . and some fancy cheeses for snacks and desserts. Kraft brings you the best of each type. In fact, *the world's favorite cheeses are made or imported by Kraft.*



For snacks with real he-man flavors, get Kraft Handy-Snack Cheese Foods. Choose from hickory-smoked *Smokelle*®, *Garlic*, *Bacon* or golden *Nippy Brand*®. Thrifty space-savers, especially good for "help-yourself-style" entertaining. *Trademark



When your "cheese-loving guy" wants a really hearty snack, serve him *Mohawk Valley* or *Moose Brand Limburger*. These lusty flavored natural limburgers made by Kraft are really wonderful with dark rye bread and a cold bottle.



Keep a 2-lb. Kraft loaf on hand for thrifty main dishes. For mild flavor, get *Velveeta* pasteurized process cheese food; for medium flavor, *Kraft Pasteurized Process American*; or *Old English Brand*, Kraft's pasteurized process cheddar cheese with sharp flavor.

They're at your grocer's

for delicious main dishes, snacks, sandwiches, desserts



New from Kraft, an absolutely different pasteurized process cheese spread. Kraft's *Cheez Whiz* for scores of cheese treats... *fast!* Use it right from the jar: spoon it into hot foods, or heat it for cheese sauce, or spread it for snacks. The most exciting food discovery in years.



For a salad dressing that wins raves, use a touch of *Casino Brand Blue Cheese*, made by Kraft. Or try *Louis Rigal Roquefort*, beautifully ripened in France, and imported by Kraft. Serve either with fruit for dessert, or on crackers as appetizers.



For the world's richest-tasting cream cheese, get genuine *Philadelphia Brand*, made only by Kraft. Use it for everything from breakfast treats to bedtime snacks. The little, red Kraft "K" helps you pick *Philadelphia Brand* at a glance.



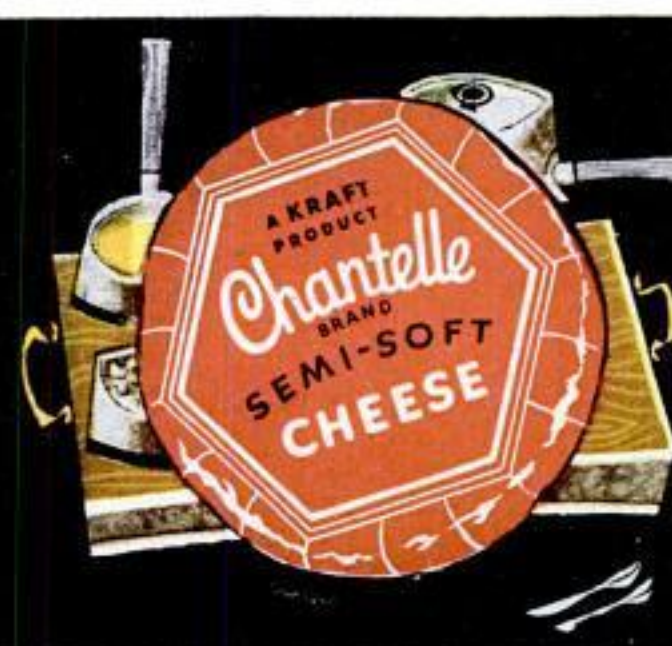
On your next snack or dessert tray be sure to include velvety-crust *Kraft Camembert*. Serve it when the creamy center is "just runny". (Room temperature does it.) Especially good with apples or crackers and marmalade.



For a truly stalwart appetizer, get *MacLaren's Imperial*. Originally from Canada, Kraft now makes this sharp, natural club cheddar in the U.S.A. And this natural cheddar is easy to spread. Makes elegant *Welsh Rabbit*, too.



Here's the best-tasting pasteurized process cheese you can buy, in the handiest form for sandwiches. Look for the square packages marked *Kraft De Luxe Slices*... eight sandwich-size slices in each. Choose from five delicious varieties.



A rare dessert cheese, this *Chantelle Brand*. You might call it an American cousin of French Brie. This distinguished, natural semi-soft cheese from Kraft has a lingering, lusty flavor. Serve the golden wedges with fruit and after-dinner coffee.



The perfect snack with any drink, hot or cold, is *Kraft Natural Swiss Cheese*—sliced (the kind with the holes). It has real "Heart-of-the-Cheese" goodness, which means nut-sweet flavor, tender texture, and not a trace of rind. Comes to you already sliced and sealed airtight.



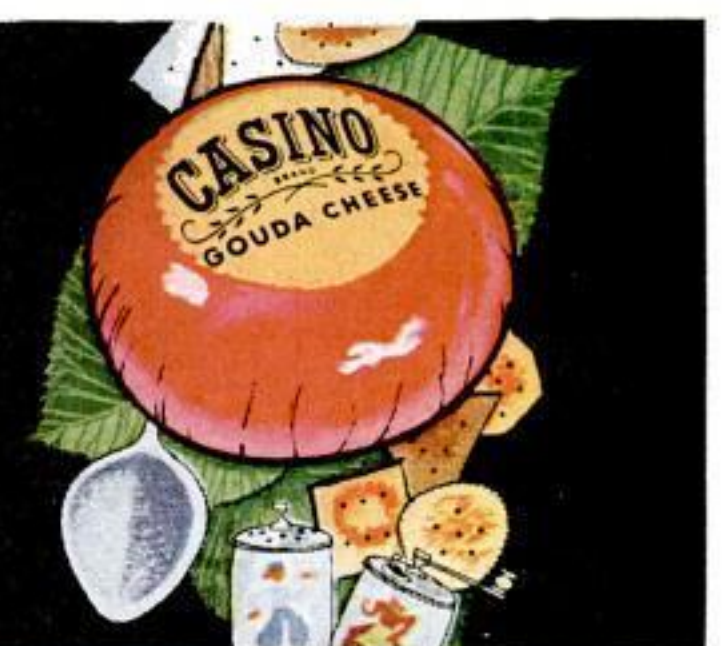
Have some Kraft Cheese Spreads on hand, and you can make lunch box sandwiches in a jiffy. Choose from *Kraft Pimento*, *Olive Pimento*, *Relish, Cheese and Bacon*, *Pineapple*, *Old English**, *Smokelle**, *Roka Blue**. Try them, too, for appetizers. *Trademark



For a quick dash of flavor in soups, salads, casseroles—sprinkle in cheese goodness with a Kraft shaker. Use *Kraft Grated*, golden and good with cheddar cheese flavor, or Italian-style *Kraft Grated Parmesan*. Keep shakers handy.



Here are two snack-time favorites... *Kraft Chive* and *Kraft Pimento Cream Cheese*, in the handy wedge shape. Both creamy and good. Easy to set out with crackers for informal entertaining. Wonderful in sandwiches, too.



A little, red ball of *Casino Brand Gouda* is the perfect bright touch for an appetizer tray to serve at a 5 o'clock party or for TV snacking. A hearty, golden, Holland-type cheese, it's grand, too, with crackers for dessert.

now...in the **KRAFT CHEESE PARADE**

Quick Stunts with Hunt's

**TOMATO
SAUCE**



15-Minute Meat Loaf

When Hunt's home economist developed this recipe she said, "Busy homemakers and career girls will appreciate this one!"

And you will! Because, besides being a "quickie" — just fifteen minutes cooking time — it is truly delicious with its savory tomato gravy!

Be sure to use Hunt's Tomato Sauce when you make it. For Hunt's brings you true tomato goodness seasoned just right. No starchy fillers, no "soupy" flavor. The beautiful color tells you that it's *all* tomato.

Also try Hunt's Tomato Sauce in your favorite recipes. Simply add it to stews, casseroles, soups, rice, leftovers.

1½ lbs. ground beef 1½ tsp. salt

⅛ tsp. pepper 2 tbsp. chopped onion
2 tbsp. chopped green pepper (optional)
2 cans Hunt's Tomato Sauce
2 tbsp. sugar
¼ tbsp. Worcestershire Sauce

Combine the beef, salt, pepper, onion, green pepper and ½ can Hunt's Tomato Sauce. Press into greased 9 x 12 x 2-inch baking dish. Bake on lowest shelf in hot oven (450°F.) for 10 minutes. Broil 5 minutes longer. While meat is cooking, combine remaining tomato sauce, sugar and Worcestershire sauce. Bring to a boil. Boil about 3 minutes. Add meat drippings, if desired. Cut meat in half crosswise. Arrange sandwich fashion on platter, pouring tomato sauce between and on top of meat. Serves 6.



WANT RECIPES? There's a delicious one on the back of every can of Hunt's Tomato Sauce — at your grocer's. Hunt Foods, Inc., Fullerton, California.

Hunt-for the best

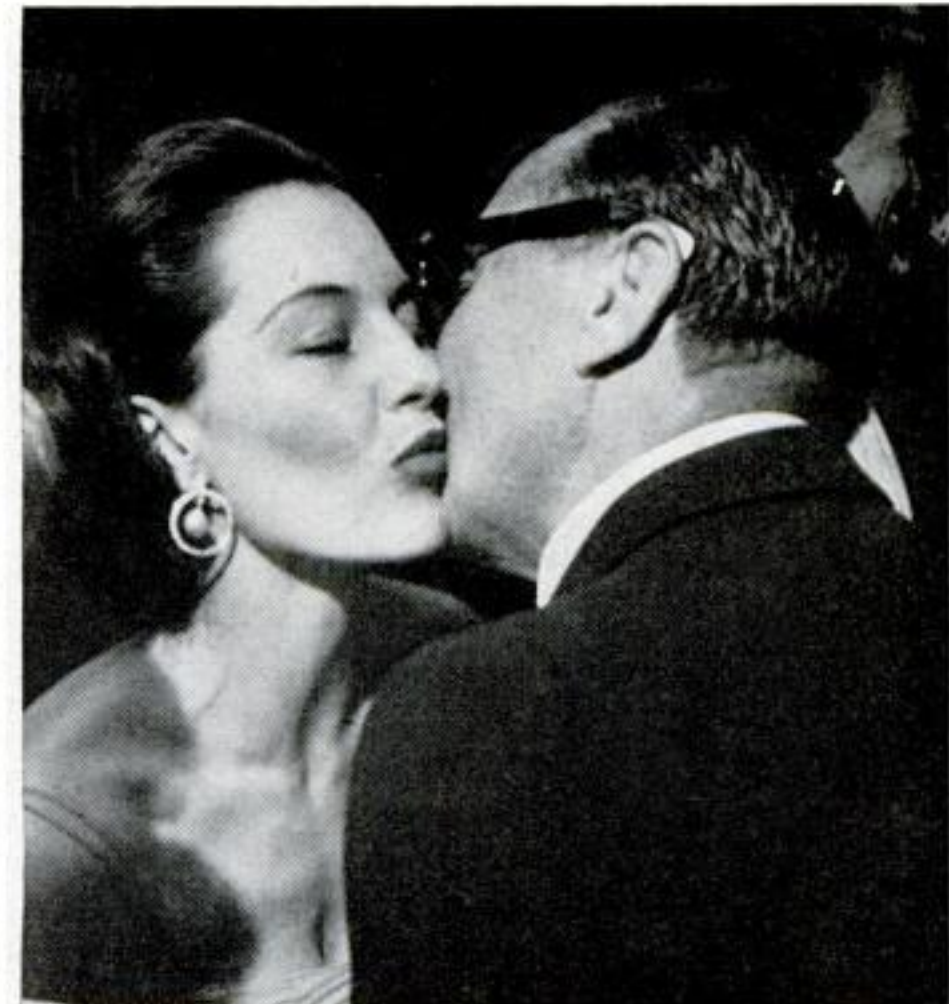
WITH CHAMPION MISER AS HOST \$\$\$ POUR LIKE THE CHAMPAGNE...

Jack Benny, whose main item of humor is being a close man with a nickel, last week threw Hollywood's most expensive wedding in years for his adopted daughter Joan. He sent a Hollywood designer to Paris to oversee the weaving of the bride's \$2,500 gown and flew in white lilacs from Holland to adorn the Beverly Hills Hotel, where Hollywood's cream turned out for the wedding and a Hollywood-style reception (below). With such incidentals as \$2,750 for 700 pounds of boned breast of squab, \$5,100 for 35 cases of champagne and \$500 for a 200-pound, five-tier wedding cake, the bill added up to a grand \$50,000. The quips, however, came free from fellow comedians in attendance. Bob Hope dusted off this one: "Benny figures he's not gaining a son but losing a deduction." Benny remarked with simple dignity, "It was worth it."



JOAN, HER HUSBAND, SETH BAKER, AND THE BENNY'S POSE AT WEDDING

AFTER THE WEDDING, LOTS OF KISSES...



FATHER OF THE BRIDE PLANTS A ROW OF KISSES ON THE CONGRATULATING LIPS OF MOVIE STARS ETHEL MERMAN, BARBARA STANWYCK AND CYD CHARISSE

WITH ADDED DOUBLE FEATURE...



HOPE KISSES MRS. BENNY (MARY LIVINGSTONE), BENNY BUSSES MRS. HOPE

NEWLYWEDS HAD A SECRET ICE-CREAM-PARLOR DATE AFTER RECEPTION →

...TOPPED BY CHOCOLATE SUNDAES





MAN IN THE MIRE, neighbor Peter Canak, grasps Jerry's forefeet as Jerry's owner, Robert Schroeder, pulls both from the opening cut into the culvert.

JERRY GETS IN A JAM

A city has to excavate a too-eager rabbit hunter

Jerry, a springer spaniel of Wauwatosa, Wis., set out on a sniffing expedition one afternoon last week with Cindy, the next-door Doberman. Flushing a rabbit, the pair gave chase, only to see it vanish into a culvert. Unhesitatingly Jerry followed, but unfortunately the culvert was half filled with freezing mud and he was soon stuck fast. When a saddened Cindy arrived home, her owner, Howard Schroeder, was puzzled. Then his brother Robert came over and announced Jerry was missing. Cindy led them to the culvert, but they could not reach Jerry. The next morning rescue operations began. Several people tried to get at Jerry's legs but failed. An improvised ramrod did not prod him loose. Finally the city had to dig up the street and break the pipe. The rescue took most of the day and cost the city \$150 before the dog was pulled out. After a bath, Jerry refused to eat. He had caught his rabbit and had been munching on it all night.

A MUD-CAKED JERRY IS FONDLY HOISTED OUT OF THE HOLE BY SCHROEDER AFTER 23-HOUR ENTOMBMENT



SPANIEL IN SINK, looking humiliated, gets a bath and a hot-water bottle.



THE RECORD-BREAKING AUSTIN-HEALEY "100" SPORTS CAR PICTURED BESIDE ANOTHER SLEEK BEAUTY, THE REPUBLIC F-84F THUNDERSTREAK.

NEW AUSTIN-HEALEY SPORTS CAR GOES 110 MPH PLUS, COSTS \$2985

The Austin-Healey is fast—the world's fastest production car under 3,000 cc. At Bonneville Flats, Utah, a slightly modified Austin-Healey recently topped 142 miles an hour.

An AAA certified *stock* Austin-Healey—exactly like the one you can buy—went 3100 miles in 30 hours. The 90-horsepower engine gives this 2200-pound speedster fantastic acceleration. Yet it "corners" flat on gravel roads at 75-mile speeds!

There has been a waiting list for the dazzling Austin-Healey on both sides of the Atlantic ever since

it was a whispered rumor. The picture tells part of the reason. The car's lines are superb, its styling unique. Famed designer Donald Healey created the Austin-Healey to give you *more driving pleasure* than you have ever known—at a price hundreds of dollars below that of any comparable automobile.

The Austin-Healey is *de luxe* in every detail. Its price of \$2985 at coastal ports of entry includes *everything*. Heater. Defrosters. Twin carburetors. Tachometer. Three forward speeds, plus solenoid overdrive. Adjustable windscreen. Disappearing all-

weather top. Tonneau cover. Individual bucket seats with custom-fitted leather upholstery. Roomy luggage compartment. And wire-spoke knock-on wheels which cost a great deal *extra* on other sports cars!

The spectacular Austin-Healey is now being shown by selected dealers. All Austin dealers offer the exciting Austin Somerset Sedan, the de luxe Somerset Convertible, and the economical Austin A-30 Sedan, starting at \$1395, f.o.b. coastal ports of entry. For further information, write to **AUSTIN MOTOR CO., LTD., 27-29 WEST 57TH STREET, NEW YORK, N. Y.**

LIFE ON THE NEWSFRONTS OF THE WORLD

Test bomb irradiates 264 people, Barbara leaves Porfirio, General Dean testifies for Colonel Schwable

Somebody miscalculated in planning a nuclear test explosion—reported in some quarters to be a hydrogen blast—in the Marshall Islands. As a result 28 Americans and 236 natives 75 miles from the blast were exposed to nuclear radiation. The Atomic Energy Commission admitted the accident last week after a Marine had written home about it. But as far as doctors could tell, the AEC said, nobody had been burned or otherwise harmed.

New unemployment figures showed that in February 584,000 more people became jobless, bringing the total to 3,671,000. The C.I.O. jumped quickly up with a blast: "It is essential the government get to work—now—to halt this rush toward depression."

Alaskan tragedy (cont.)

Blond, 31-year-old Diane Wells, who was indicted along with her band drummer boyfriend, Johnny Warren, for the murder of her rich 51-year-old husband in Alaska (LIFE, Nov. 30), killed herself last week in Los Angeles with sleeping pills. Diane, who had denied having a romance with Warren, left four notes. One said, "For one thing, I am guilty too for ever seeing Warren and if Warren is guilty. . . . Cecil is dead and I must be the cause of it one way or another. D." In an envelope was her St. Christopher medal and a note saying, "I won't need this on my last trip."



MENACED PHOTOGRAPHER GOT THIS PICTURE

In Atlanta, prison officials released Edward J. Florio, an oldtime scourge of New York's piers, which were at the time bottled up all week by another longshoremen's strike. But Florio was picked up again to face another indictment in New Jersey. Jail not having improved his temper at all, Florio threatened a photographer (above) with a piece of lead pipe.



DERAILED COACH HOVERS OVER PRECIPICE

Pole saves passengers

Near Forth Bridge, Scotland the Aberdeen-London Express was hurtling around a bend when it was derailed. One coach whipped over the lip of a deep gorge, then stopped in mid-air instead of tumbling to the bottom. When terrified passengers crept out, they saw what had saved them (above). A single telegraph pole, luckily in the right spot, had caught the car, swayed sideways and then held fast, delicately balancing the coach above the chasm.

Four more power-making atomic furnaces will be built, in addition to the one which is being developed by Westinghouse. In announcing them, the Atomic Energy Commission disclosed that each will have a different design.

Con's other rap

Lawrence Howley always maintained he was innocent of robbing the New Britain Bank in Berlin, Conn., saying he was home by the radio at the time. It made no difference to witnesses, judge or jury. He was identified, convicted and given 10 years. That was 10 months ago. Now another man has confessed the crime. Howley called his wife to tell her the happy news that he may soon be freed, but their joy was not as complete as it might have been. Howley, who served nine years in the '40s for robbing and kidnaping, is wanted on another charge: robbing a man in Connecticut in 1952.

Dominican Diplomat Porfirio Rubirosa and dime-store millionairess Barbara Hutton, who made news just 72 days before by getting married, had another statement for the press: "We regret that we have mutually decided it is wisest for us to separate." But there was no truth in the widely published reports, the pair implied, that Barbara was furious at Rubi for paying too much attention to too many other ladies.

Testimony from an expert

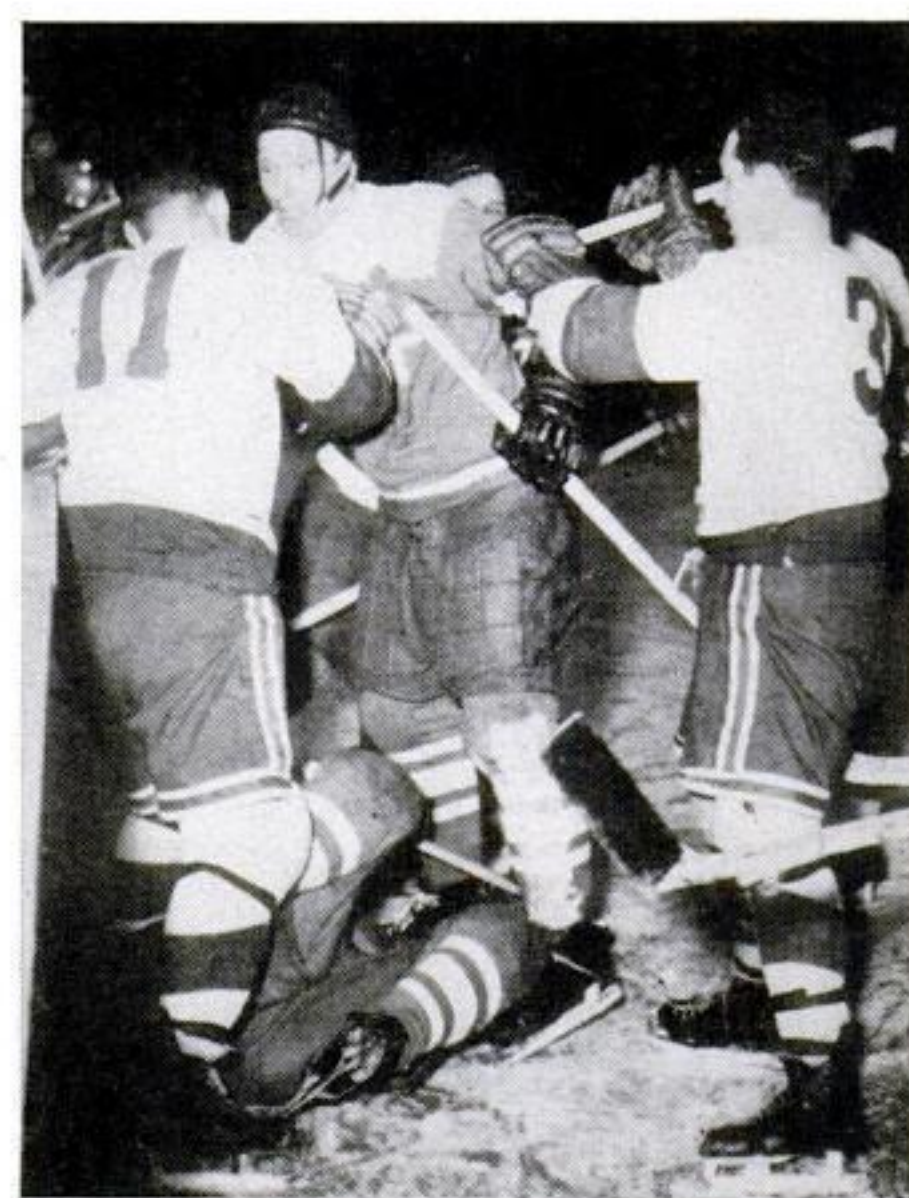
General William Dean, an expert on Communist tortures, appeared before the military court of inquiry studying the case of Marine Colonel Frank Schwable's confessions to germ warfare (LIFE, Mar. 1). "I don't think anyone

knows how much he can take in physical torture until he is subjected to it," said Dean. Then he admitted that he himself, although not tortured as much as Schwable, had written letters to the U.S. command asking them to bomb only military targets. If he went to battle again, Dean said, he would carry a suicide pill so he could not be captured alive.

Schwable himself told what happened to him. Exposure month after month to severe cold and the withholding of water, medical care and toilet facilities so wore him down that eventually during interrogations he "just drifted off into saying yes to some things," later let the Reds make recordings and movies.

President Eisenhower, though not at the trial, told reporters his feelings on the case: that you could not restore men who cracked under Red pressure to command and ask young America to follow them. But, he cautioned, they must not be condemned too severely.

By a close vote (91-77), California's 26th District Democrats picked Jimmy Roosevelt to run for Congress. Said Jimmy, he wants to go to Washington to wipe out slurs against his father's name. Said the dissenting Democrats, recalling his sensation-packed separation suit (LIFE, Feb. 15). "On the basis of his unique attitude to the seventh commandment, we would rather not be a party to reckless gambling of our Democratic seat in Congress."



RUSSIAN (CENTER) FIGHTS, COMRADE FALLS

Russia's ice hockey team, playing a bruising but brilliant game, upset the Canadians—who consider hockey their private property—to win the world amateur championship in Stockholm. The score: 7-2. The two teams, who had reached the final play-off by defeating six other nations, at one point lost tempers and tangled (above). They did each other no real harm.

Anchorglass *makes your dream-table come true!*

Imagine! A Dinnerware Service for 4...RICH, GRAY LAUREL...

GOLDEN PEACH LUSTRE...GLOWING JADE-ITE

about \$2⁷⁹ complete



18-PIECE GIFT-PACKED SERVICE-FOR-4 SET... ABOUT \$2.79
4 CUPS, 4 SAUCERS, 4 DESSERTS, 4 DINNER PLATES, CREAMER, SUGAR



18-PIECE GIFT-PACKED SERVICE-FOR-4 SET... ABOUT \$2.79
4 CUPS, 4 SAUCERS, 4 DESSERTS, 4 DINNER PLATES, CREAMER, SUGAR

20-PIECE GIFT-PACKED SERVICE-FOR-4 SET... ABOUT \$2.79
4 CUPS, 4 SAUCERS, 4 DESSERTS, 4 SALAD PLATES, 4 DINNER PLATES



**...and they are heat-proof
...will not "craze"!**

Now! You can set your table—company style—with your choice of the glamorous new dinnerware patterns pictured here! And, wonder of wonders, these gleaming pieces are as strong and practical as they are low in price.

Don't put off the luxury of setting a lovely table one second longer. See this lovely Anchorglass dinnerware, wherever glassware is sold. If your dealer does not have this tableware in stock, he can get it for you by writing Anchor Hocking Glass Corporation.

*All dinnerware pieces are available
individually in open stock at
low prices...for instance, cups
and saucers, only 10¢ each!*

Look for the name **Anchorglass**



A PRODUCT OF ANCHOR HOCKING GLASS CORPORATION • LANCASTER, OHIO



KELVINATOR'S 40TH SENSATIONALLY BEAUTIFUL KITCHEN

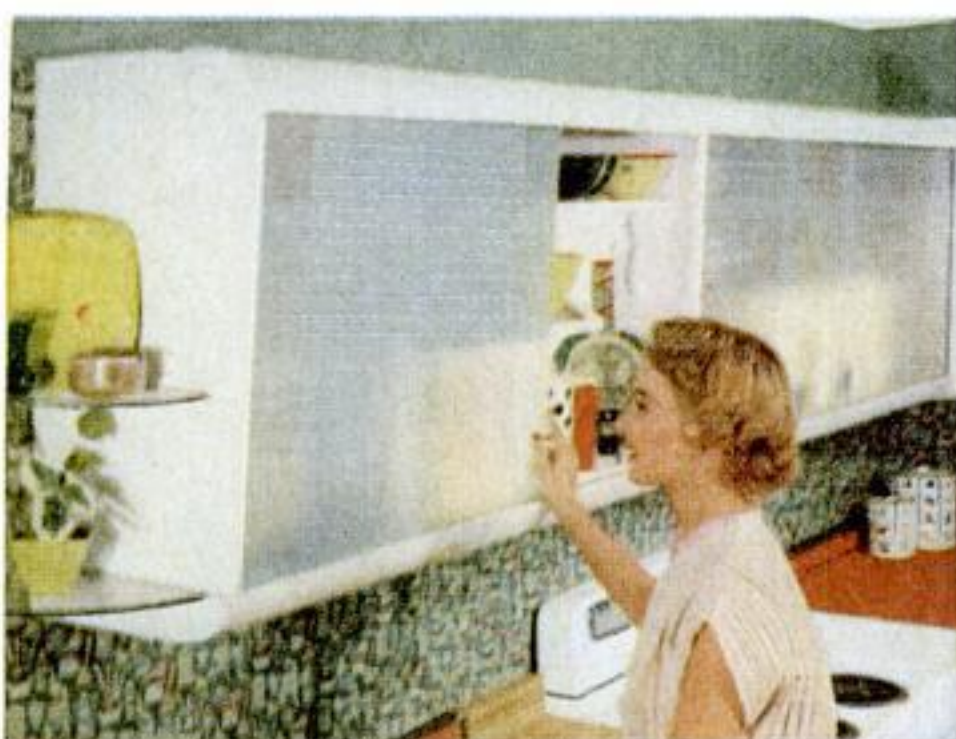


If you can hang a picture,



BEFORE KELVINATOR—Is this you, exhausted from stretching, stepping and stooping while working around old-fashioned cabinets and counters in a drab, dull, dreary kitchen? Well, Kelvinator can change all this for far less than you'd think. New, breath-takingly beautiful Kelvinator

cabinets will cut your work to a minimum by providing ample working and storage space within easy reach. They'll give you a kitchen that's ideal to work in, to live in, to entertain in; one that will be the envy of the neighborhood.



Kelvinator Pantryettes offer greater convenience and safety as well as beauty. Sloping fronts allow you to stand erect and closer to counter-top work areas. Rounded top and bottom edges are easier to clean. Sliding doors eliminate danger of head bumps . . . bring new beauty to your kitchen. Exclusive Kelvinator design gives more usable storage space, too.



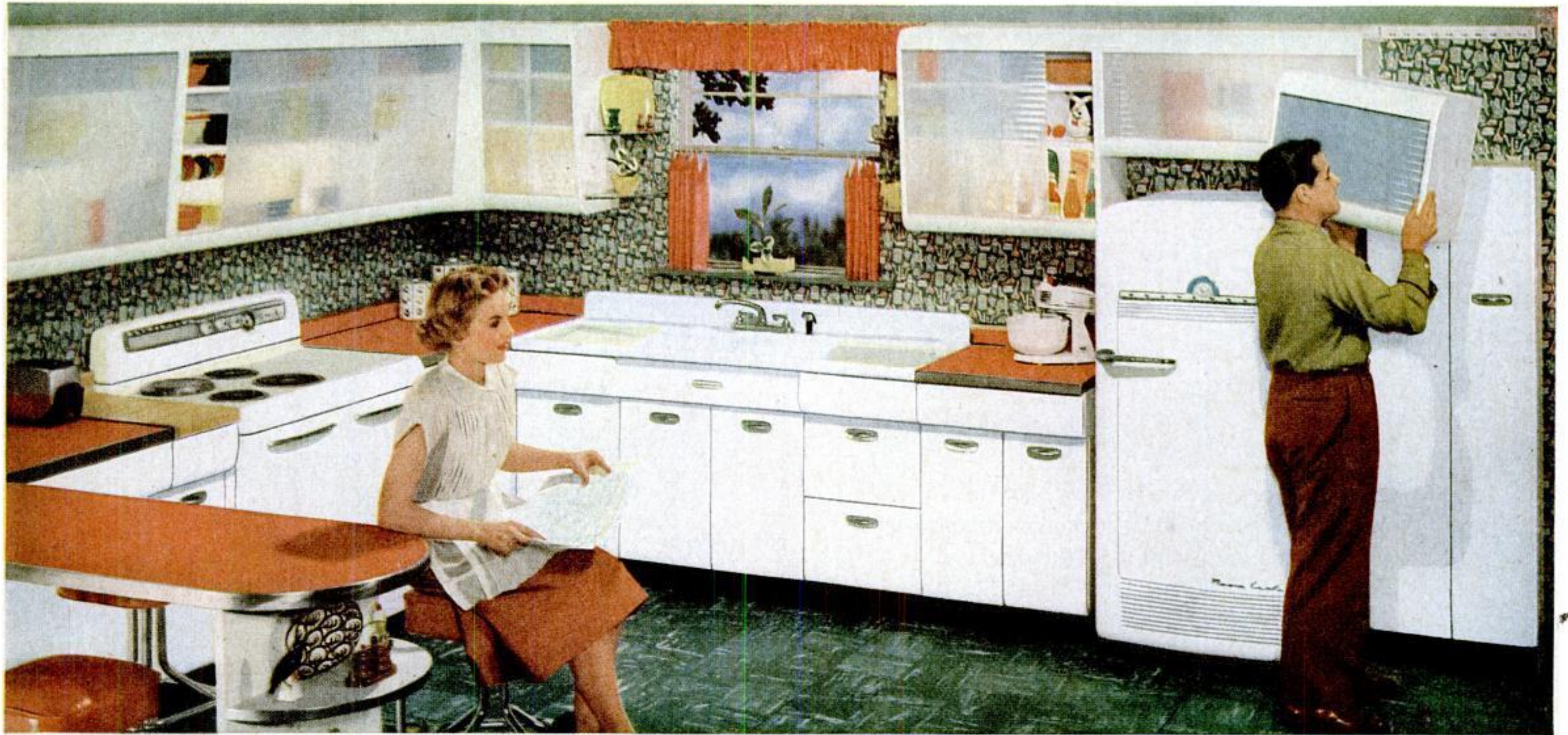
"Totalite" fixtures, a Kelvinator exclusive, provide brilliant glare-free illumination of counter-top surfaces while diffusing soft light upward through the interior to gently light up shelf areas and cast a warm glow through translucent sliding glass doors. Two handy outlets allow counter-top use of small appliances.



Versatile countertops and half-round counter-end allow you to make a separation peninsula between meal preparation and eating areas, for an ideal snack bar, desk and "sit-down" work table.

ANNIVERSARY BRINGS YOU CABINETS YOU CAN INSTALL YOURSELF!

you can install Kelvinator Cabinets!



AFTER KELVINATOR—Imagine the joy of working in a gay, cheerful kitchen like this . . . with Kelvinator cabinets brightening the room. They'll blend with any decorative scheme . . . bring out the beauty of your wall and floor coverings. And any family handyman can install

them. Merely attach hanger strips to wall studding and hang Pantryettes like pictures. Base cabinets slide into place like furniture. You can start with just one unit or do your entire kitchen at once, if you wish. Ask your Kelvinator dealer for details.



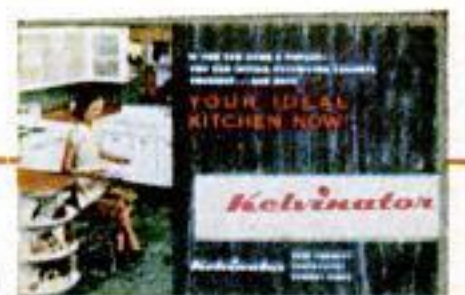
Convenient maple cutting board fits over Kelvinator base cabinet to provide a handy place for preparing meats, salads, etc. Can also be used for rolling out pie dough or cookie cutting. Space below for storage of bake pans and trays.



Corner space ordinarily wasted is usable storage space with Kelvinator's Rotashelf. Two revolving shelves bring things to fingertips. Self-centering door, when closed, gives attractive, continuous front surface.



Kelvinator Cabinet Sinks match perfectly with base cabinets. Typical special features . . . rack for cleaning materials on door and three position bread board glides smoothly on top of sink.



NEW!

KELVINATOR "IDEAL KITCHEN" BOOKLET! Full-color booklet gives you full information on the complete Kelvinator kitchen cabinet line. Tells you *how to plan your kitchen* for utmost efficiency and convenience. Send coupon and 10¢ in coin for your copy.

Kelvinator, Division Nash-Kelvinator Corp.
Dept. L-3, Detroit 32, Michigan

Please send me my copy of *Your Ideal Kitchen*.
I enclose 10¢ to cover costs of handling.

NAME

ADDRESS

CITY ZONE STATE



SEE YOUR KELVINATOR DEALER AND SAVE, DURING

Kelvinator's 40th Anniversary Jubilee of Bonus Values

YOUR KELVINATOR DEALER HAS SPECIAL VALUES FOR YOU IN ALL KELVINATOR APPLIANCES

Electric Refrigerators • Electric Ranges • Home Freezers • Electric Water Heaters • Kitchen Cabinets & Sinks • Washers, Dryers & Ironers • Garbage Disposers • Room Air Conditioners • Electric Dehumidifiers • Commercial Refrigeration

Best Buy of the Big Four IMPERIAL

Check America's 4 biggest-selling whiskies and you'll come up with one mighty important fact:

The extra money you may pay for any of the other leading brands does not – and cannot – buy you a smoother, better-tasting whiskey than Imperial!

You don't have to take our word for this – or even the word of any of the millions who choose Imperial regularly. Just taste this fine, mellow Hiram Walker whiskey for yourself. See if your own good judgment doesn't tell you – Imperial is the best buy of the Big Four!

It's made by
HIRAM WALKER



BLENDED WHISKEY • 86 PROOF • 70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS



MRS. LYONEL ROBINSON, PRESIDENT OF THE NEW YORK CITY FEDERATION OF WOMEN'S CLUBS, BITES A MUSIC BALL TO SEE IF IT IS SAFE TOY. IT WAS

EXPERTS CHOOSE THE TOYS OF THE YEAR

They bite, ride, pummel them before approving

In a rugged three-day session in New York this month, eminent educators and toy experts from all over the country returned to toddler and grade-school days to test and choose toys for children. At the end of the judging many of the 2,500 toys and some of the conscientious judges were the worse for wear, but 104 exceptional playthings, all made in the U.S., had been selected to bear Toy Guidance Council Educator Approved tags during 1954. To survive the heated debates and tests, a toy had to be sturdy, help to develop the user and, above all, be fun to play with. Among toys approved were those shown on these pages, along with many construction kits, hobbycraft items, building blocks. Toys with only brief appeal, that seemed overpriced or dangerous, were consistently turned down. Among these were numbered-paint-sets which the educators think might stifle a young artist, a plastic ball filled with water which a toddler might break, a farm with pointed trees and telegraph poles that would be dangerous to fall on, a gun that propelled corks with too much pop, and a tea set with garish gold coloring made of a plastic that cracked. The toys which were approved have so much prestige value that retail stores immediately placed orders of a quarter of a million dollars for each of the 104 toys.



PANEL OF EDUCATORS AND CONSUMERS RAISE FLAGS TO APPROVE TEA SET

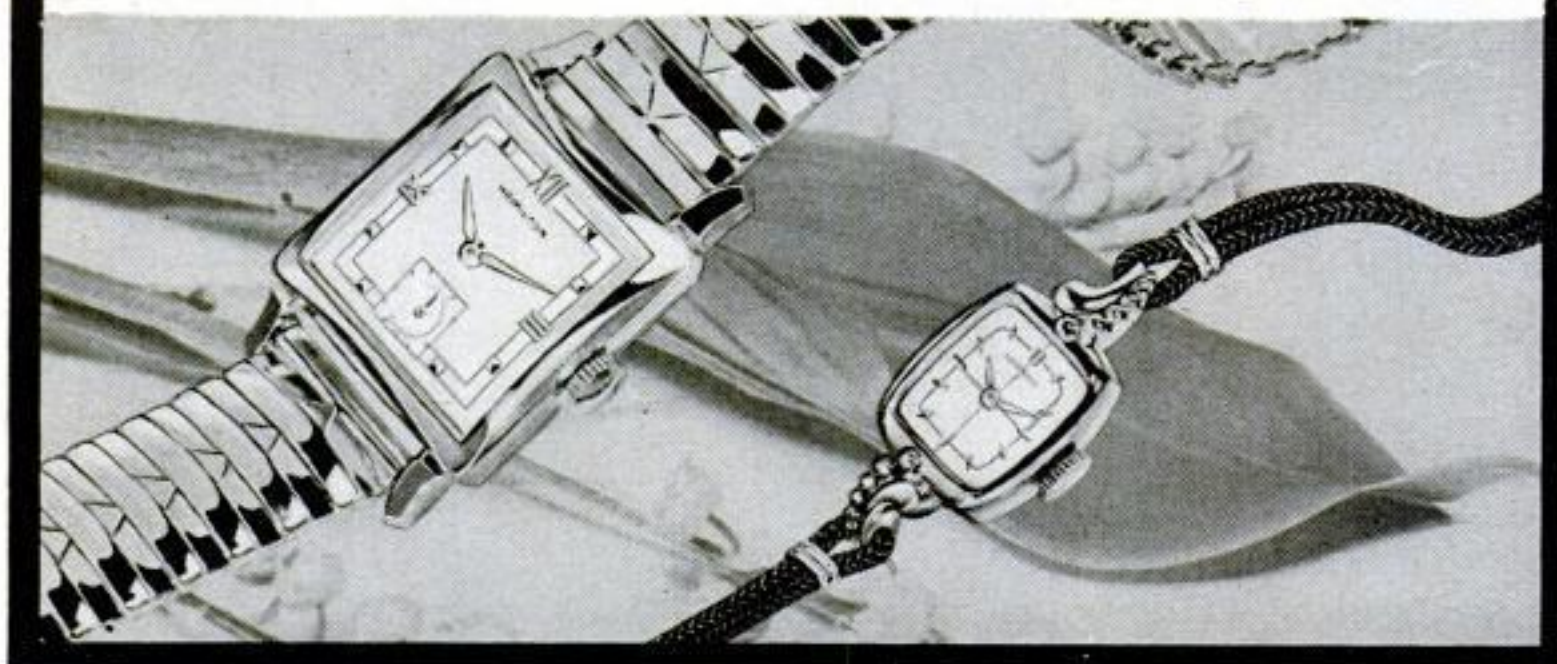
Beautiful yes - but

Did you know that each Hamilton has an unbreakable main-spring . . . *guaranteed* unbreakable? . . . that every Hamilton is dustproof . . . anti-magnetic . . . and has built-in protection against rust? Hamiltons are so beautiful that sometimes in admiring them you may forget their many technical superiorities. But technical excellence is part of the reason it means so much more to give . . . or get . . . a Hamilton.

*It means
so much more
to give — or get — a*

Hamilton

RYAN. Gold-filled case, matching band. \$71.50. LUANA. 10K gold case, silk cord. \$71.50.
PRICES INCLUDE FEDERAL TAX © HWC. LANCASTER, PA.



Experts Choose Toys CONTINUED



TESTING POOL TABLE, Mrs. Emma D. Sheehy, Professor of Education at Teachers College, Columbia University (left) and Dr. Doris Gregory of the Long Beach, California public schools find table sturdy, vote approval.



SOCKING BO-BO, 4-year-old Alan Roast, brought to meeting to demonstrate play value of toys, knocks clown for a loop, kept socking until Bo-Bo swung in the other direction, flattened Alan. Bo-Bo was approved by panel.



RIDING WONDER HORSE, panel member Thomas Fansler, director of National Safety Council in Chicago, finds springs sturdy, horse's action exhilarating without being dangerous. Horse, which costs \$29.95, was approved.

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ANY ONE OF THESE
HI-FIDELITY RECORDINGS
(50-15000 Cycles)
BEETHOVEN
"Egmont" and
"Coriolanus" Overtures
33 1/3 R.P.M.
OR BIZET OR BACH "Brandenburg" Concerto No. 3
"Carmen" Suite

YES! Yours FREE—any one of these magnificent recordings superbly performed by the celebrated British conductor Walter Goehr and the Netherlands Philharmonic Orchestra. Take any one free—OR you may have ALL THREE records for **ONLY \$1!**

We make this amazing offer to introduce you to our superb High Fidelity recordings. We will also send you our FREE brochure telling how you can get other brilliant recordings of the world's greatest music—for less than ONE THIRD the usual retail price!

There are no "strings" attached to this generous offer. But it may have to be withdrawn soon. So rush coupon **right now** to Musical Masterpiece Society, Dept. 433, 250 W. 57th St., New York 19, N. Y.

The Musical Masterpiece Society, Inc.
Dept. 433, 250 W. 57th St.
New York 19, N. Y.

Please send L. P. records checked:

☐ BEETHOVEN ☐ BIZET ☐ BACH

NOTE: If you check ONE record, it is FREE—simply enclose 25¢ to help cover cost of special packing, shipping. If you check ALL THREE, enclose \$1. (WE pay postage.)

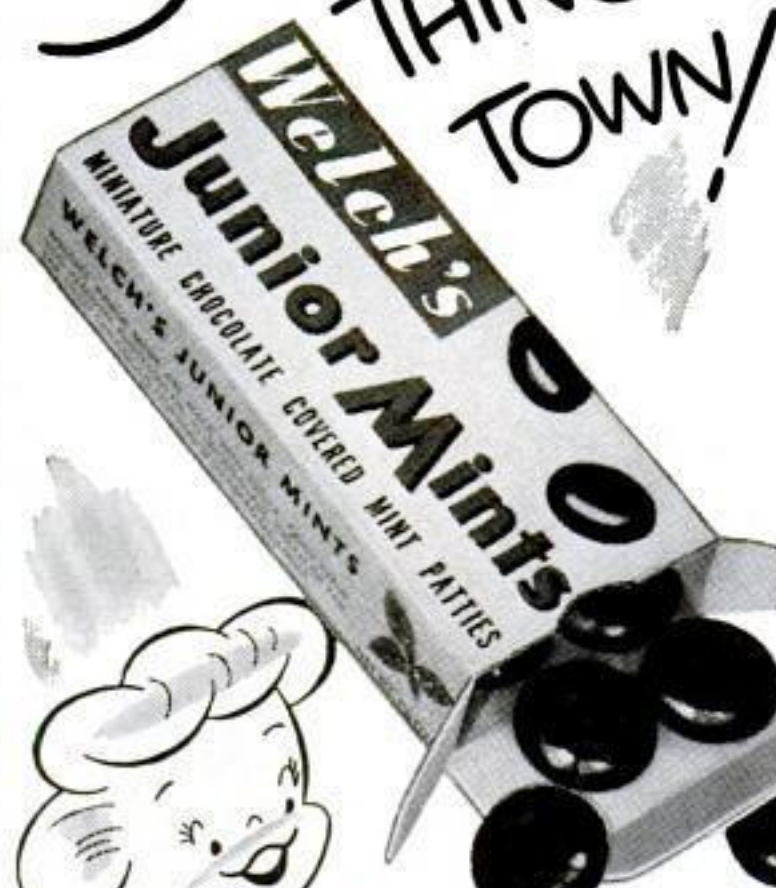
Also send FREE brochure describing your other fine recordings. No obligation.

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THE SWEETEST THING IN TOWN!



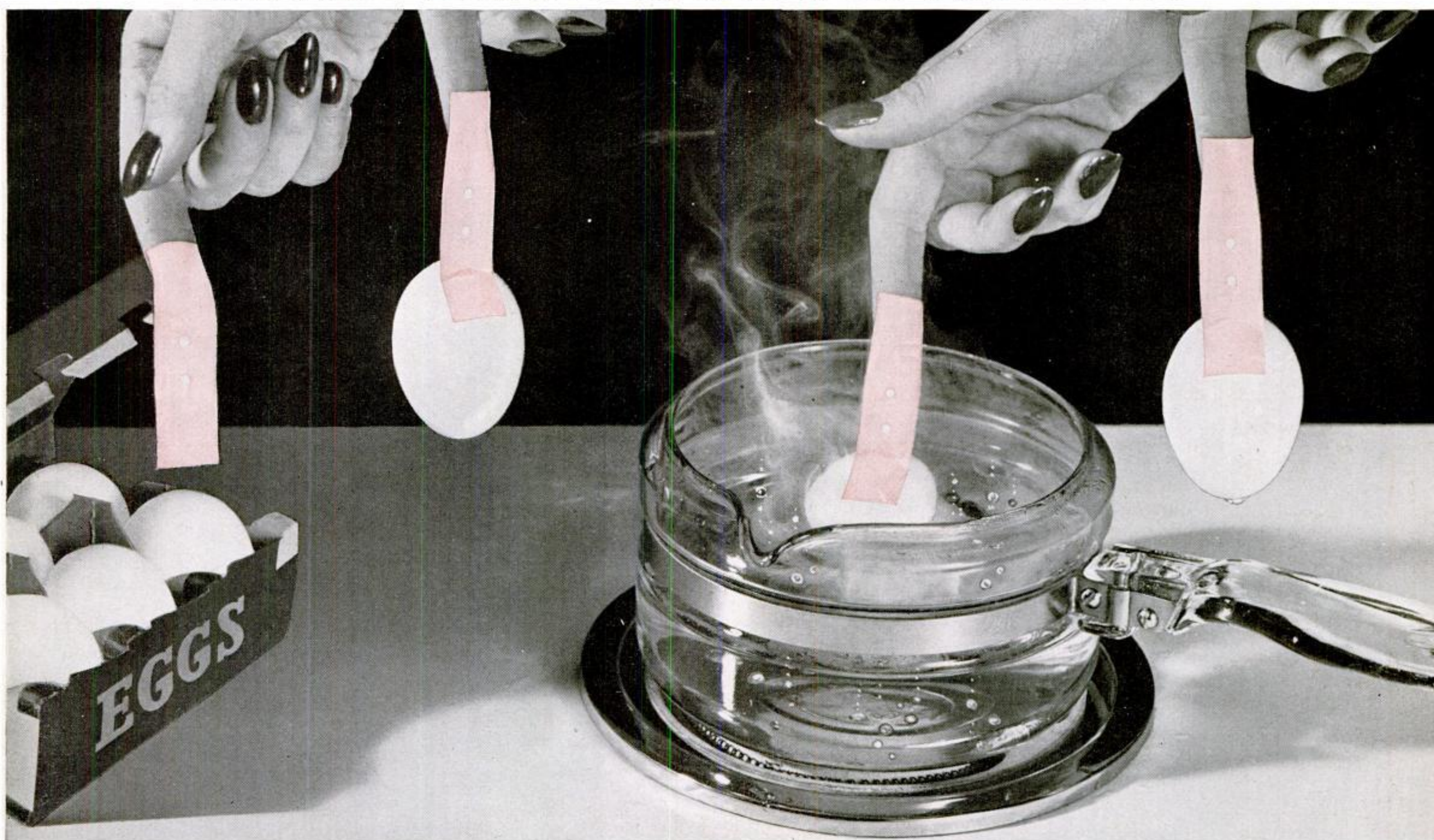
5¢ everywhere.
Also in 10¢ and
larger "take
home" packs.

Chocolate covered mint patties,
no bigger 'round than a nickel.
Yum! They're the sweetest buy in town!

JAMES O. WELCH COMPANY
CAMBRIDGE, MASS. LOS ANGELES, CALIF

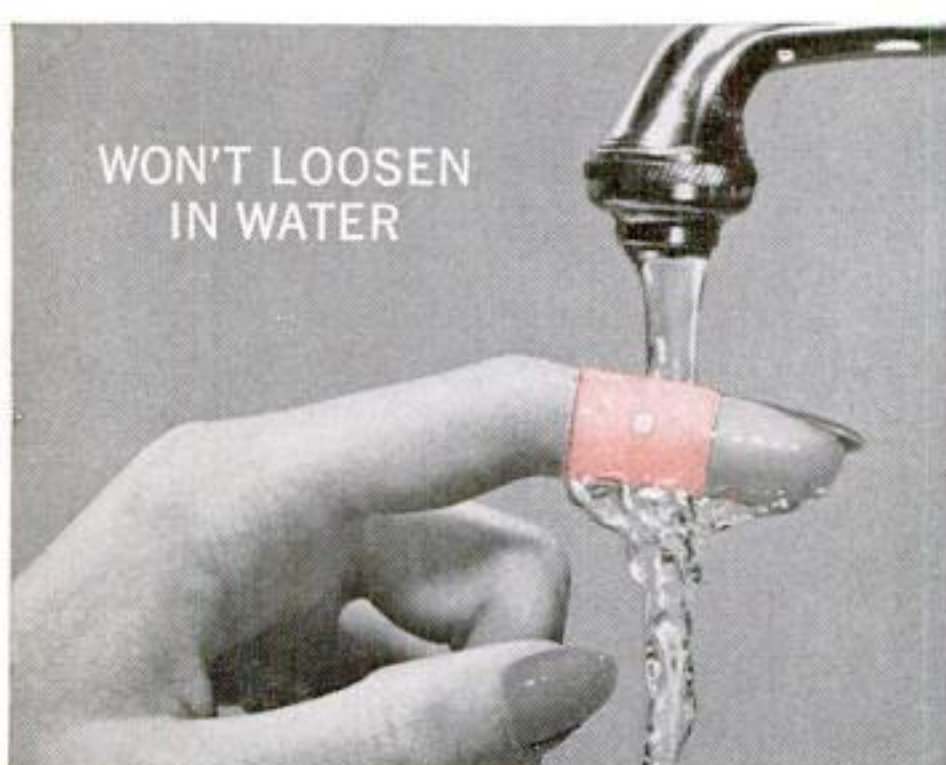
No other bandage sticks like **BAND-AID** Plastic Strips TRADE-MARK with **Super-Stick** PATENTS PENDING

AMAZING BOILING WATER TEST PROVES IT!



Merely touch a BAND-AID Plastic Strip to a dry egg (at room temperature). Without pressure, it sticks so firmly you can lift the egg.

It stays on even when you plunge the egg into boiling water—holds so securely you can lift the egg out again.



WON'T LOOSEN
IN WATER

**No other bandage stays on so well—
or stays so neat!**

Wash it! Soak it! It won't come off or get soggy. The thin, flexible plastic fits like your skin and washes clean. Skillfully flesh-toned.

Johnson & Johnson



It's Fun!



with an

O-CEL-O Sponge

here's why—

O-CEL-O Sponges will pick up spills so quickly that you'll think it's *sheer magic*. They hold 20 times their weight in water...without dripping. Be sure *you* have O-CEL-O Sponges in your kitchen and bathroom for just such clean-ups. You'll love the bright colors, too! *Don't* get upset next time something's spilled...*do* get an O-CEL-O Sponge!



LOOK FOR OUR BIG
1/2 PRICE SPECIAL
...AT YOUR STORE NOW!

Popular MEDIUM and LARGE size O-CEL-O sponges in money-saving 1/2 Price Special. Buy one at regular price get another at 1/2 price. NOW! BETTY CROCKER Queen Bess Pattern Silverware Coupons on the back of the label.

AMERICA'S FAVORITE!

O-CEL-O ® General Mills, Inc.

Experts Choose Toys CONTINUED



DANCING WITH DOLL which has elastic loops to slip over feet, Dr. Philip Lewis, Chairman of Education at Chicago Teachers College, declared her the most malleable partner he has ever had. Doll got unanimous acclaim.



JUMPING ON POGO POLE, Dr. Mary Moffitt, Assistant Professor of Education, Queens College, Flushing, New York, demonstrated for less agile panel members that the pole had safety rubber grips, should be okayed. It was.



MEXICAN ROAD RACE OR HOMETOWN TRAFFIC, YOU'RE AHEAD WITH CHAMPION SPARK PLUGS!

Today, more than ever before, because of higher compressions, good spark plugs are the key to top engine performance in traffic or on the highway.

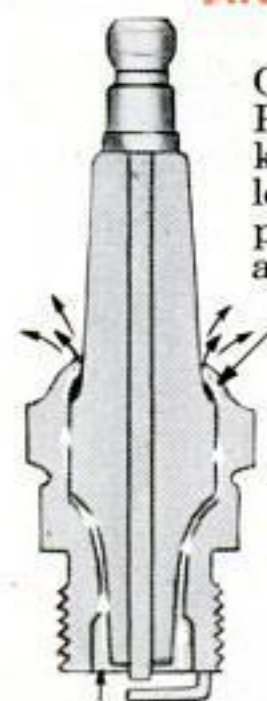
With sweeping victories in the Mexican Road Race, Champion Spark Plugs *once again* prove their outstanding superiority under extreme driving conditions . . . from mountain cold and stiff climbs to jungle humidity and desert heat.

Champions came through this gruelling

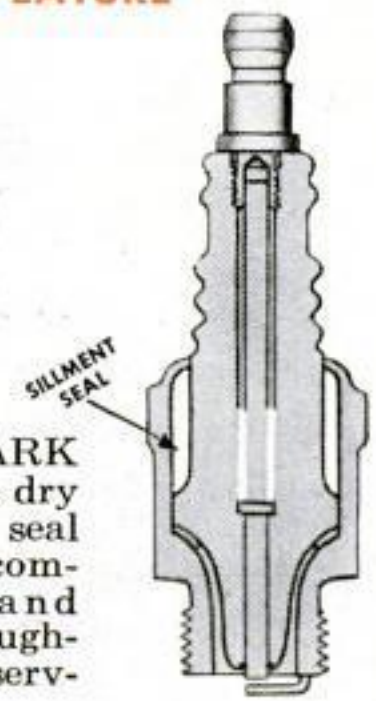
1,912-mile run with dependability and performance to spare—powering the winning Lincolns in the large stock class, the winning Lancia in the large sports class and the Chevrolet, winner of the small stock class.

These were strictly stock Champions, identical with those available at your neighborhood dealer. They will make any car run better and they cost not a penny more than ordinary spark plugs.

ANOTHER CHAMPION FEATURE



ORDINARY SPARK PLUGS use metal gaskets which develop leaks. Result: lost compression, poor mileage and low power.



CHAMPION SPARK PLUGS exclusive dry powder Sillment seal guards against compression loss and wasted fuel throughout the plug's service life.

CHAMPIONS WILL MAKE ANY CAR RUN BETTER!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

AMAZING SHAVING DISCOVERY!

NEW! MENTHOL-ICED MENNEN FOAM SHAVE

*Quicker than
Brushless!
Closer than
Lather!*



*Cooler than
Any Other
Pressure
Shave!*

**You'll like this wonderful new way of shaving
better than the way you now shave!**

If you've never tried a Menthol-Iced shave, then you're in for a wonderful new experience. It's the coolest shave on earth—so soothing, so stimulating—your skin feels so wide-awake!

FIRST Menthol-Iced pressure shave EVER!

NOW, for the very first time, MENNEN FOAM SHAVE brings you all the extra cool comfort of Menthol-Iced—with the extra speed and convenience of pressure shaving! NOW, instead of messing with goo-ey tubes, you can enjoy that wonderful Menthol-Iced feeling in miracle FOAM SHAVE—the world's most modern way of shaving. Quicker than brushless, closer than lather—NOW COOLER THAN ANYTHING!

No razor-clogging cream!

If you're a "brushless" man, then FOAM SHAVE is brushless shaving better than you've ever known it! No sticky hands. No cream-clogged blade. Just spurt, spread and shave. Your razor rinses in a jiffy!

No lazy lather!

If you're a "lather" man, then FOAM SHAVE gives you a richer lather than ever a brush could whip up—*instantly* at the touch of a button. For FOAM SHAVE is a fighting foam that really wilts whiskers. You shave closer—*stay* shaved longer.

Think of all this—and Menthol-Iced too! Get MENTHOL-ICED FOAM SHAVE today!

MENNEN FOAM SHAVE

REGULAR

If you like pressure shaving without Menthol-Iced—get regular MENNEN FOAM SHAVE!

- Quicker than brushless
- Closer than lather
- Less than a penny a shave



MINDY AS BERT

Williams' old sad song becomes Carson's new hit

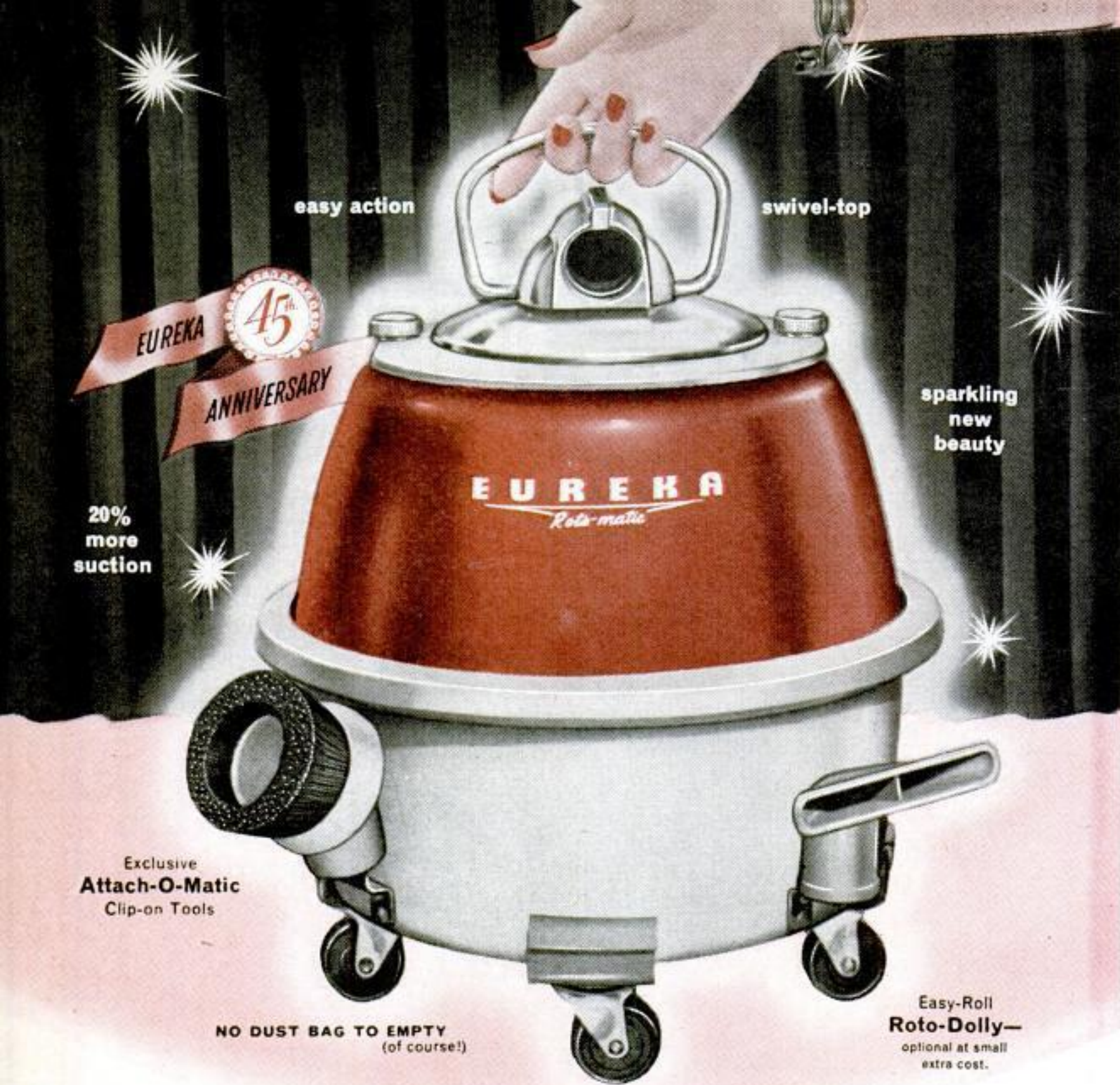
For six years the good things of a performer's life have come pell-mell to Mindy Carson. Her name changed literally to Joy (she married manager-coach Eddie Joy). Her sugary singing made her a top nightclub star (her earnings soared) and marriage brought special blessings (*next page*). Now Mindy is enjoying her biggest single song hit to date: the number shown here, a wistful wail of loneliness called *Nobody*, made famous 49 years ago by Vaudevillian Bert Williams in his great hobo act. Mrs. Joy has so much charm she can't help make the sad song nearly happy.

When winter comes with
snow and sleet,

And me with hunger
and cold feet . . .

Who says . . . 'Here's two bits, Go out and eat' . . . —NOBODY!

CONTINUED ON NEXT PAGE



There is only **ONE** cleaner with **ALL** the modern features



There is only **ONE** cleaner that saves you \$20 to \$30

and still gives you all these features!

Just what you wanted—not two or three, but ALL those new cleaner features you've read about, yearned for! Only Eureka gives you all that's modern—and a pin-money price. Compare—

20% MORE SUCTION—truly super-powered!

SPARKLING NEW BEAUTY—rich red and silver gray.

EASY ACTION SWIVEL-TOP saves steps, ends tugging.

ATTACH-O-MATIC CLIP-ON TOOLS always right at hand!

NO DUST BAG TO EMPTY (of course!)

1954 "3-D" RUG NOZZLE Super-suction all around—front, rear and both ends—plus brush-and-comb design!

PURR-R QUIET, FEATHER LIGHT No whine or roar! Weighs 2 to 4 lbs. less than others.



Introducing the sparkling new
1954 EUREKA Roto-Matic
Swivel-Top cleaner

EUREKA WILLIAMS COMPANY • Division of Henney Motor Company, Inc. • BLOOMINGTON, ILLINOIS

Mindy as Bert CONTINUED



TOMBOY MINDY was playing ball with neighborhood boys in Bronx, New York when LIFE last reported on her.

'NOW I FELT I WAS A WOMAN'

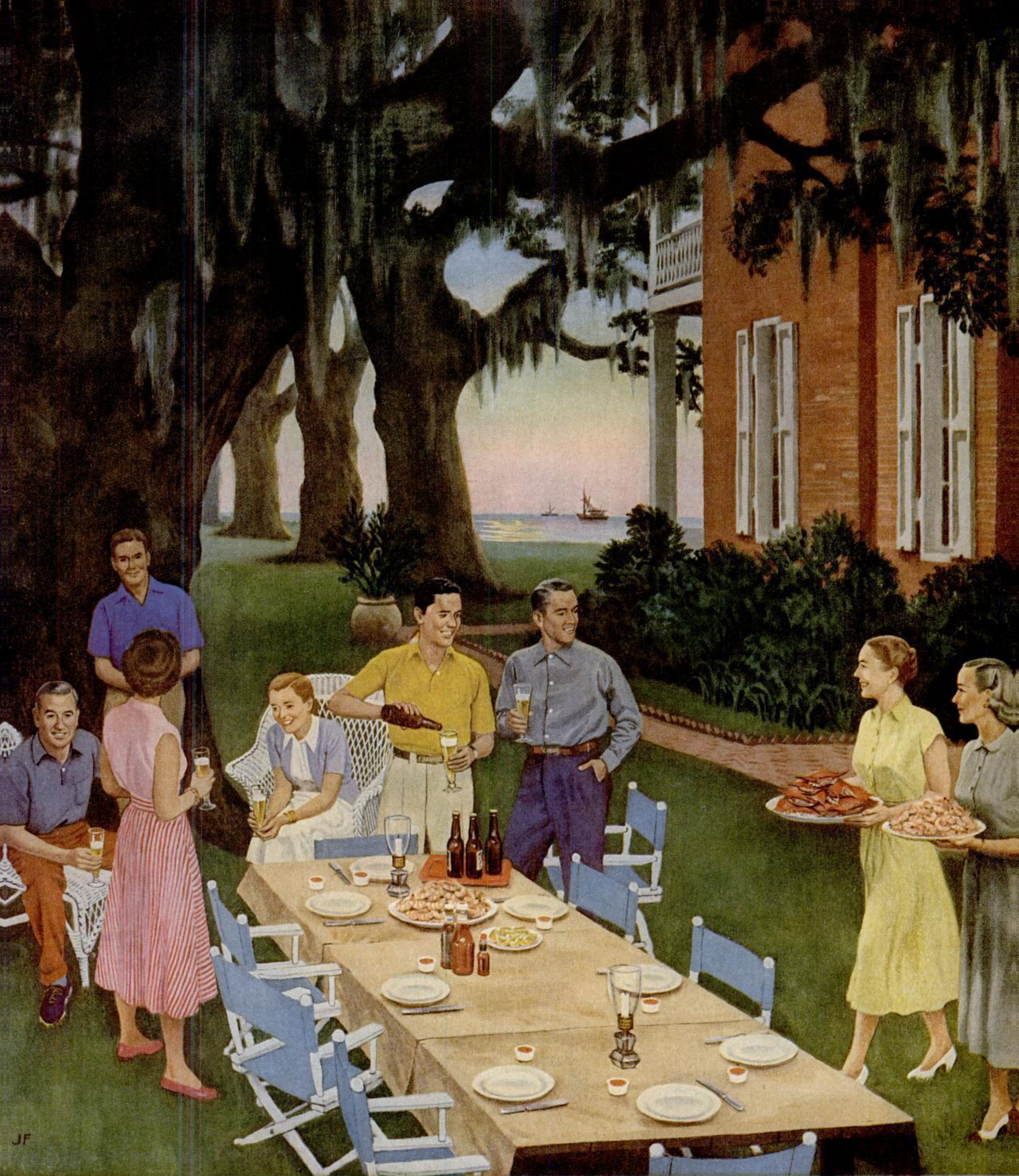
Mindy Carson was newly married to her manager-coach when LIFE published a story on her (Sept. 19, 1949). She went on to become star of a TV show. Two years ago, her career was interrupted by the birth of daughter Jody. Being a mother, says Mindy, made her more confident as a performer. "Before, I'd always felt like a kid, but now I felt I was a woman and that—gee whiz!—I could do anything." Last August daughter Cathy was born. This had an even better effect, said Mindy: "I felt twice as confident."



MOTHER MINDY feeds daughter Jody in seven-room duplex in Manhattan as Cathy looks on. She has a housekeeper and nurse to help care for children.



STORYTELLER MINDY, with husband, a successful music publisher, gets whoops of laughter out of most of family as she reads *Three Little Pigs*.

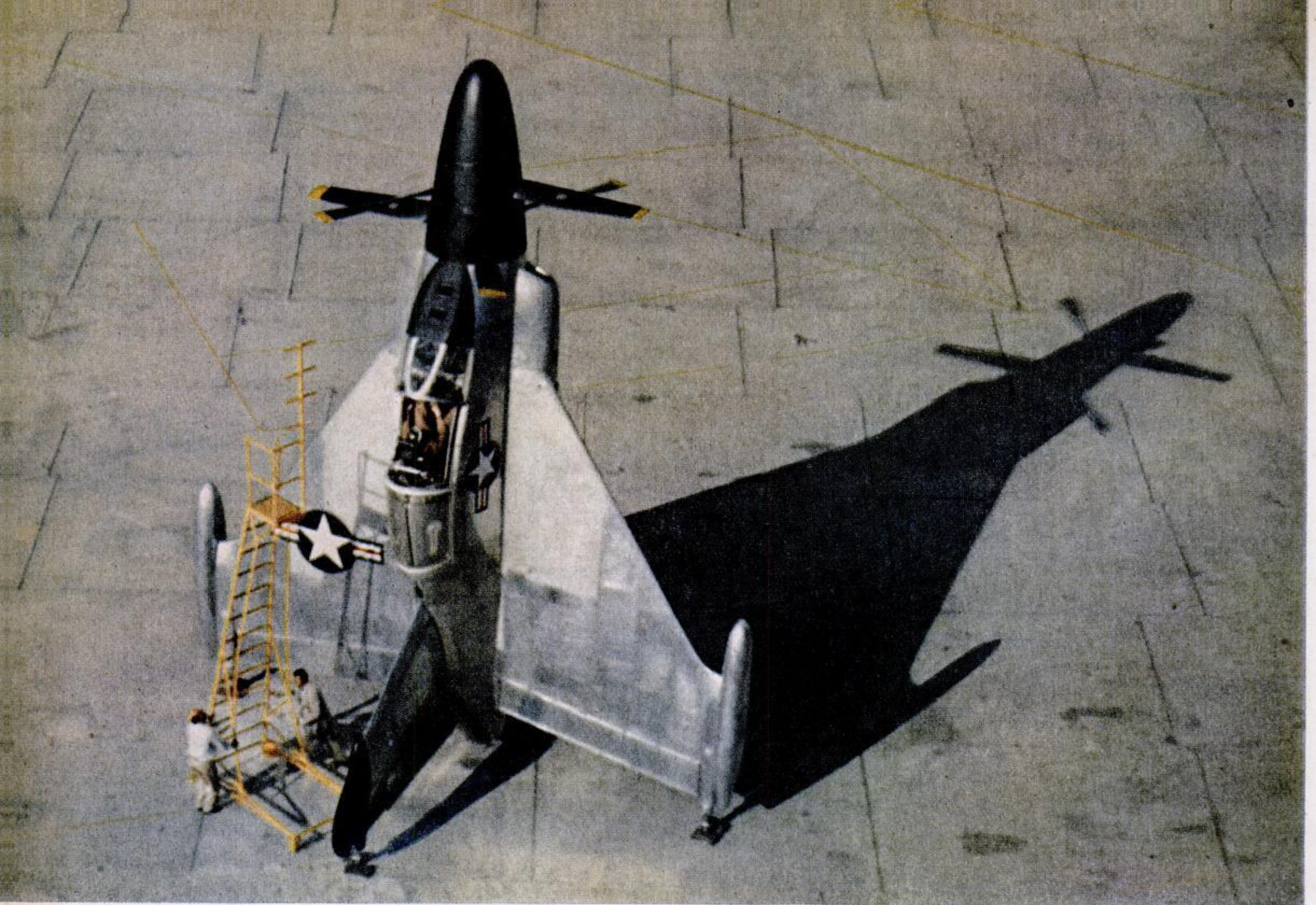


"GULF COAST SHRIMP SUPPER," by John Falter. Number 92 in the series, "Home Life in America"

In this friendly, freedom-loving land of ours... *Beer Belongs—Enjoy It!*

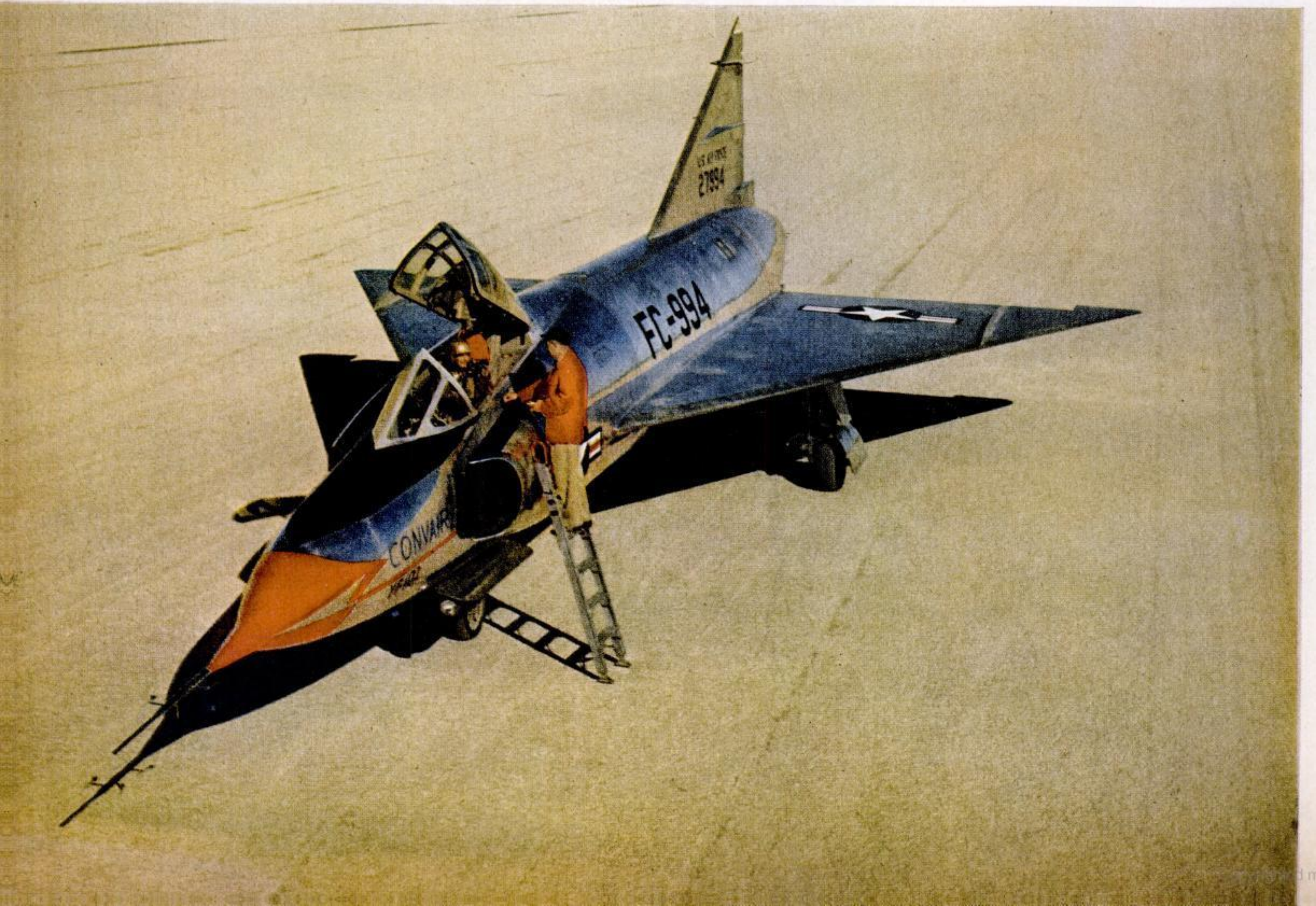
BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation... Chartered 1862





THE POGO (above) stands in its conventional take-off position at Moffat Field, Calif., pointing its bullet-shaped nose skyward before trying to zoom straight up.

THE F-102 rests at Edwards Air Force Base in California as the test pilot of the new jet interceptor receives his last minute instructions from a flight technician.





NAVY TEST PILOT SITS IN THE LOCKHEED POGO

NEW U.S. AIM IN THE AIR

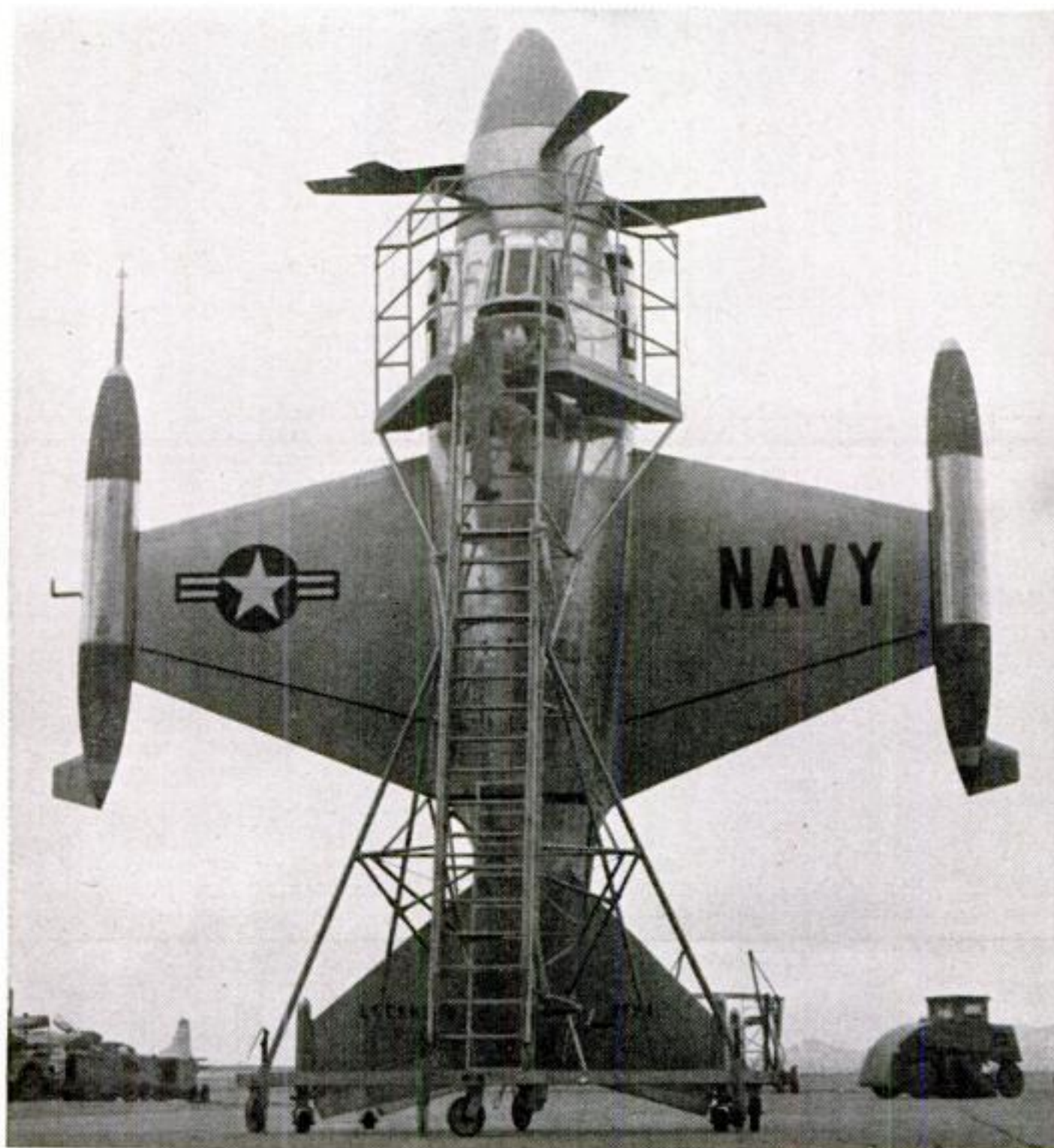
Straight-up flying is tested and a new fighter plane is unveiled

In building airplanes that can travel nearly twice as fast as sound, designers of military aircraft have reduced wing areas so greatly that some experimental planes need runways miles long to get off the ground. This makes it impossible for them to take off or land on any but a very few existing runways.

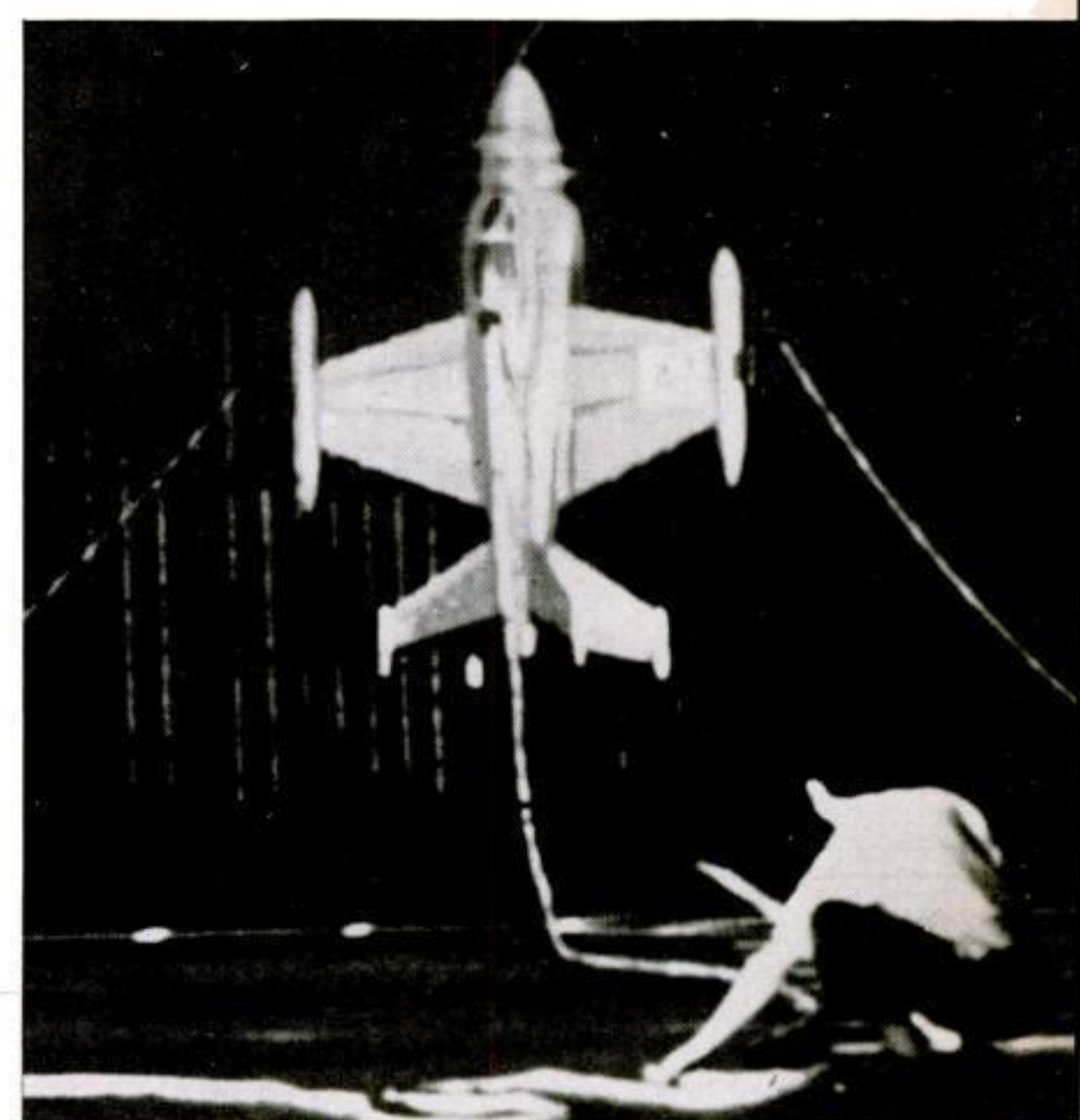
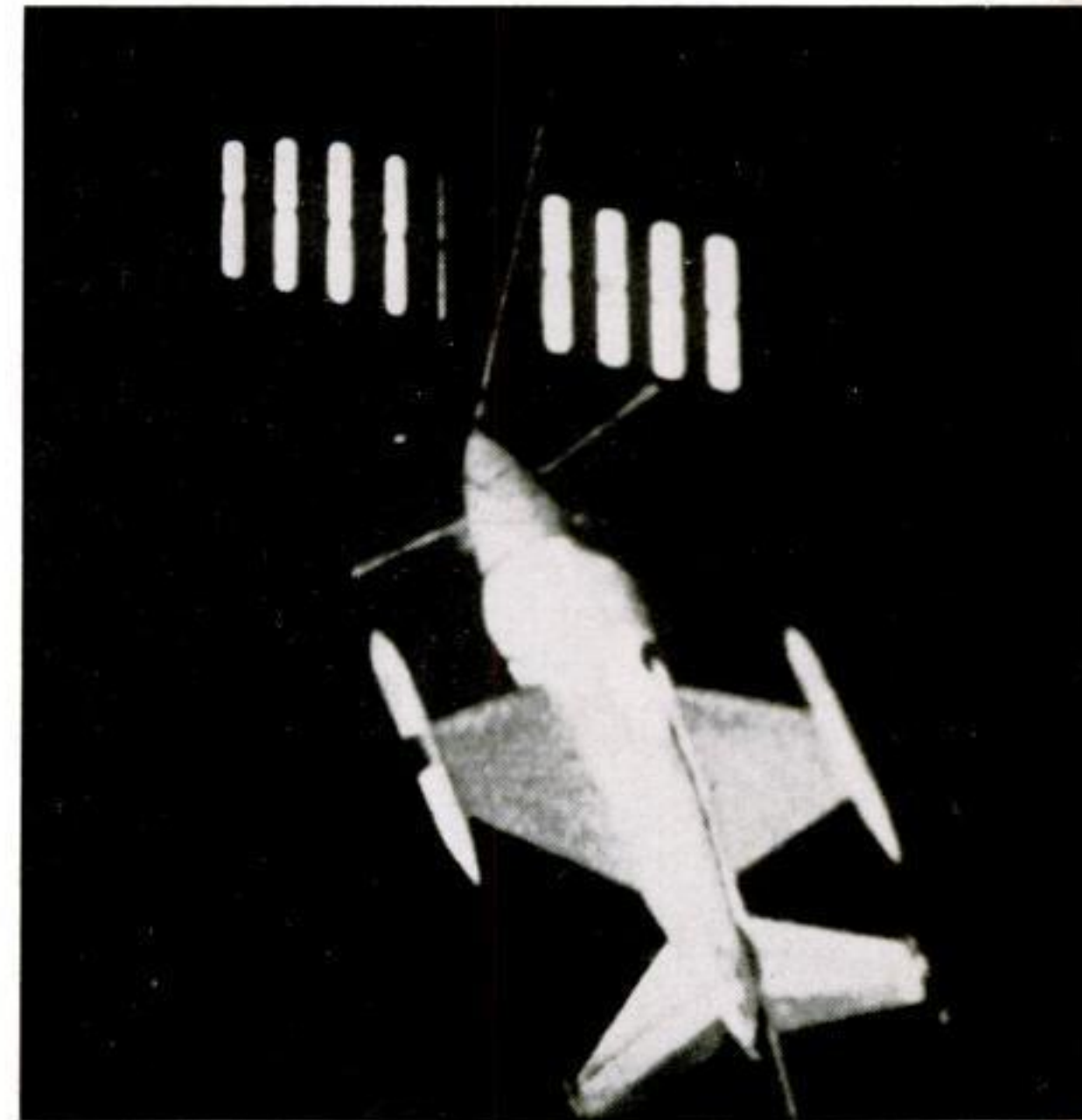
The new U.S. fighter planes shown here reflect an effort to meet this problem. A revolutionary attempt at solution has produced the Navy's two Pogo planes built by Convair (*top, opposite page*) and by Lockheed (*below*). Not yet flight-tested, they are designed to take off by going straight up. The Pogos depend on contrarotating propellers powered by turbo-prop engines to lift them vertically until they attain enough speed for the wings to support level flight. The Pogos land as they take off—

on their tails, their descent braked by their propellers and the landing cushioned by hydraulic shock absorbers in the tail. If successful, the Pogo would need no runways and would be admirably suited for ships.

Meanwhile the Air Force is ready to put into production a tested plane, the F-102 (*bottom, opposite page*), an all-weather, day-night interceptor which is slated to be one of the nation's prime defenders. Built by Convair, the F-102 has a 39-foot delta wing, which sweeps back sharply enough to allow supersonic speeds, yet has enough area to lift the plane into the air within the limits of all military runways. It is powered by two J-57 jet engines and after being directed to within range of its target by ground radar, it fires a guided aircraft rocket which travels a half mile a second.



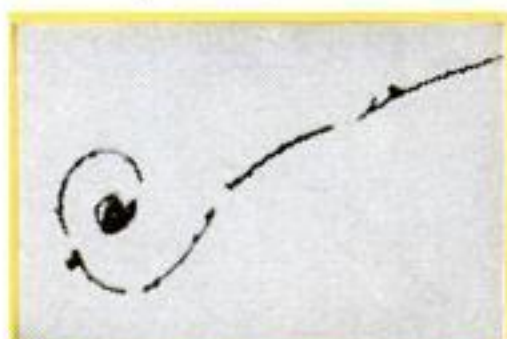
LOCKHEED POGO, which has more conventional wing and fuselage design than Convair's Pogo, sits on its tail at the Navy air base at Muroc, Calif. The plane can also take off horizontally, which it will do for safety in its first tests.



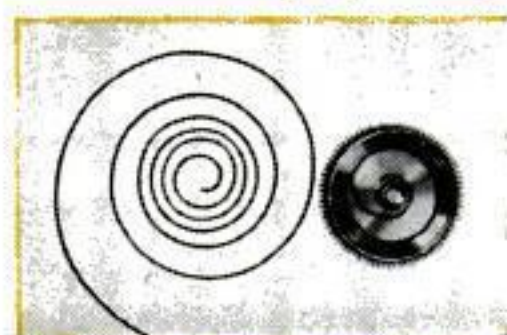
IN FLIGHT, quarter-size scale model of Lockheed Pogo takes off vertically (*bottom picture*), flies up in hangar, then starts to level off (*top picture*).

First time ever, the unbreakable in Wadsworth

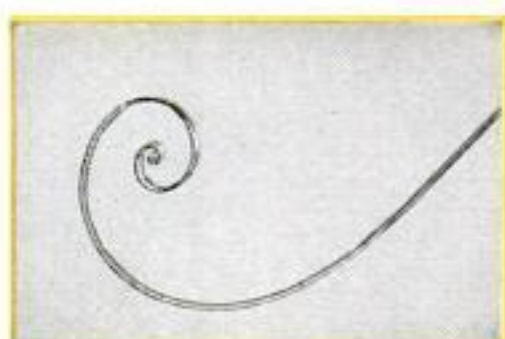
LOOK FOR  ON THE DIAL—SYMBOL OF
UNBREAKABLE DuraPower MAINSPRING



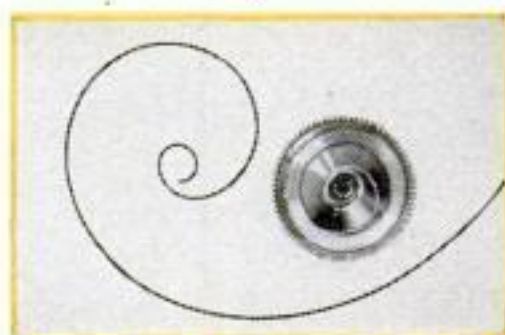
Carbon steel mainspring, used in many watches, is destroyed by rust after 18 days in a highly humid atmosphere. (Rust causes most watch mainspring failures.)



Carbon steel mainspring after 1 year in a tightly coiled condition will not expand to original shape. This loss of "springiness" results in decrease of accuracy.



DuraPower Mainspring after 7 years in a highly humid atmosphere. Examination under high power laboratory microscope revealed not a single trace of rust.




DuraPower Mainspring after 1 year in a tightly coiled condition springs back to original shape. This greater resiliency means years more sustained accuracy.

PRODUCT OF ELGIN

Now—at no extra cost—you get the GUARANTEED UNBREAKABLE DURA-POWER MAINSPRING in all Wadsworth Watches.

This is the miracle mainspring originated by Elgin National Watch Company. It is *guaranteed to never break*. It cannot rust nor lose its power in service. This is another dramatic example of how Elgin brings you better watches that cost you less.

The DuraPower Mainspring will keep your Wadsworth Watch accurate for years and years because it will deliver a constant flow of power. It eliminates mainspring breakage, the greatest single cause of watch repairs. Look for this symbol  on the dial. You'll even find it included



YORK. Youthful lines, jeweled movement. \$19.95 as shown. With handsome Hadley expansion band, \$24.95



VICTORIA. Gay flattery, jeweled movement. Also in white, \$19.95. With slim expansion bracelet, \$24.95



CHANDLER. Boldly modern, with 17 jewels, stitched strap, \$24.95. With Hadley expansion band, \$29.75



MARCELLA. Tiny, sculptured, 17 jewels. Also with white case, \$24.95. With Hadley expansion bracelet, \$29.75



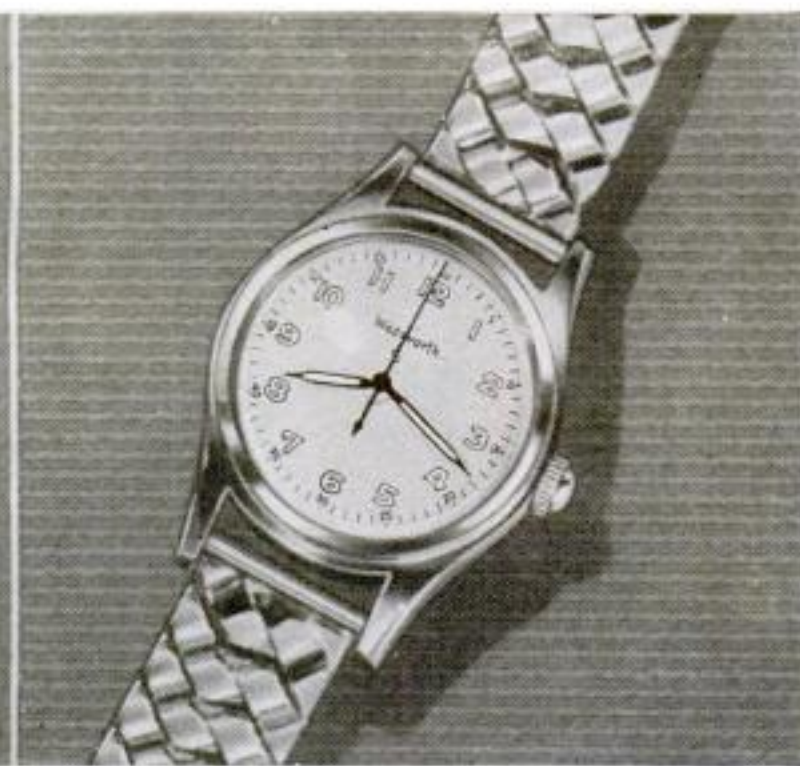
ANDREA. Petite case, also in white. 17 jewels, petalled Hadley expansion bracelet, \$37.50; or cord, \$29.75



EASTWOOD. So debonair, with 17 jewels, dramatic Hadley expansion band, \$37.50; with strap, \$29.75



FLORENCE. Sweep-second hand, 17 jewels, also in yellow, \$37.50. With a lovely expansion bracelet, \$42.50



FARGO. 17 jewels, luminous, shock, water-resistant,* Hadley expansion band, \$42.50. With strap, \$37.50

*Provided original seal is properly restored after opening for servicing. All prices include Federal Tax and are subject to change without notice

DuraPower Mainspring

Watches from \$19⁹⁵

NATIONAL WATCH COMPANY

in Wadsworths priced as low as \$19.95. And you get all this besides:

- **Cases beautifully styled by Elgin**—from the same exclusive studio of design creating America's style-firsts in fine watches.
- **Dependable, accurate movements**—made by the same skilled craftsmen who make movements for some of the world's costliest watches.

Now, more than ever—no watch you can wear, no watch you can give offers more for the money than Wadsworth. And prices still start at just \$19.95.

See the Spring selection your jeweler is now showing. Pick out any one of these wonderful Wadsworth Watches for a very happy graduate.



PRODUCT OF ELGIN National Watch Company

WADSWORTH

A GOOD WATCH AT A BETTER PRICE



KENDALL. Trim elegance, 17 jewels, tan leather strap, \$29.75. In a smart Hadley expansion band, \$37.50



CHARLOTTE. A 17-jewel beauty. Also in white, \$29.75. With glamorous Hadley expansion bracelet, \$37.50



ROCKWELL. Shock, water-resistant,* 17 jewels, luminous dial, \$29.75. With Hadley expansion band, \$35.75



ENID. Dainty, feminine, 17 jewels. Also in white. New Hadley expansion bracelet, \$33.75. With cord, \$27.50



OLYMPIA. Pretty and practical. 17 jewels, luminous dial, sweep-second, shock and water-resistant.* Just \$42.50



CAREER MAN. Ultra-sophisticated, 17 jewels, unusual Hadley expansion band, \$42.50; or suede strap, \$35.75



CAREER GIRL. Style-mate to Career Man, 17 jewels, Hadley expansion bracelet, \$42.50. With cord, \$35.75



GIBRALTER. 17 jewels, shock, water-resistant,* luminous, sweep-second, Hadley band, \$45. With strap, \$37.50



NINE TESTS IN TEN MINUTES

Roomful of integrated measuring machines gives simultaneous readings on important body functions

The girl above who looks as though she were the victim of a mad medico out of science fiction is actually being given the most highly mechanized set of integrated clinical tests yet devised. Tanks, machines and dials around her provide doctors, all within the space of 10 minutes, with a complete record of nine basic body functions. The total amount of air she breathes is shown by volume changes in inhalation and exhalation reservoirs. The amounts of carbon dioxide, oxygen and nitrogen she uses are measured by gas analyzers. Study of her circulation includes the heart-beat, amplified by a loudspeaker; the heart's electrical impulses, picked up with electrodes; the blood pressure, measured with an automatically inflated arm cuff and analyzer; and the oxygen content of the blood,

detected with an oximeter. All of these machines, jointly called a Physiograph, send their signals electronically to a master recorder on which pens trace the results in easily compared patterns. The other instruments shown can be used for additional studies. Usually such analyses would involve a score of tests done lengthily at separate times in separate places. The Physiograph is therefore particularly useful for the examination of sick people who cannot or should not be moved about much. The three men who developed it, Drs. William Spencer (*rear*), Hebbel Hoff (*foreground*) and Leslie Geddes of Baylor University, are using it primarily to watch the respiratory, metabolic and circulatory effects of poliomyelitis at the Southwestern Poliomyelitis Respiratory Center in Houston.



PERFECT LEMON PIES IN HALF THE TIME!

1. Now . . . just-squeezed lemon flavor . . . without squeezing a lemon!
2. Always perfect texture . . . so good, it's guaranteed!
3. One package of Jell-O Pudding and Pie Filling makes an elegant pie . . . or 4 delicious puddings! Better try some soon!



Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream
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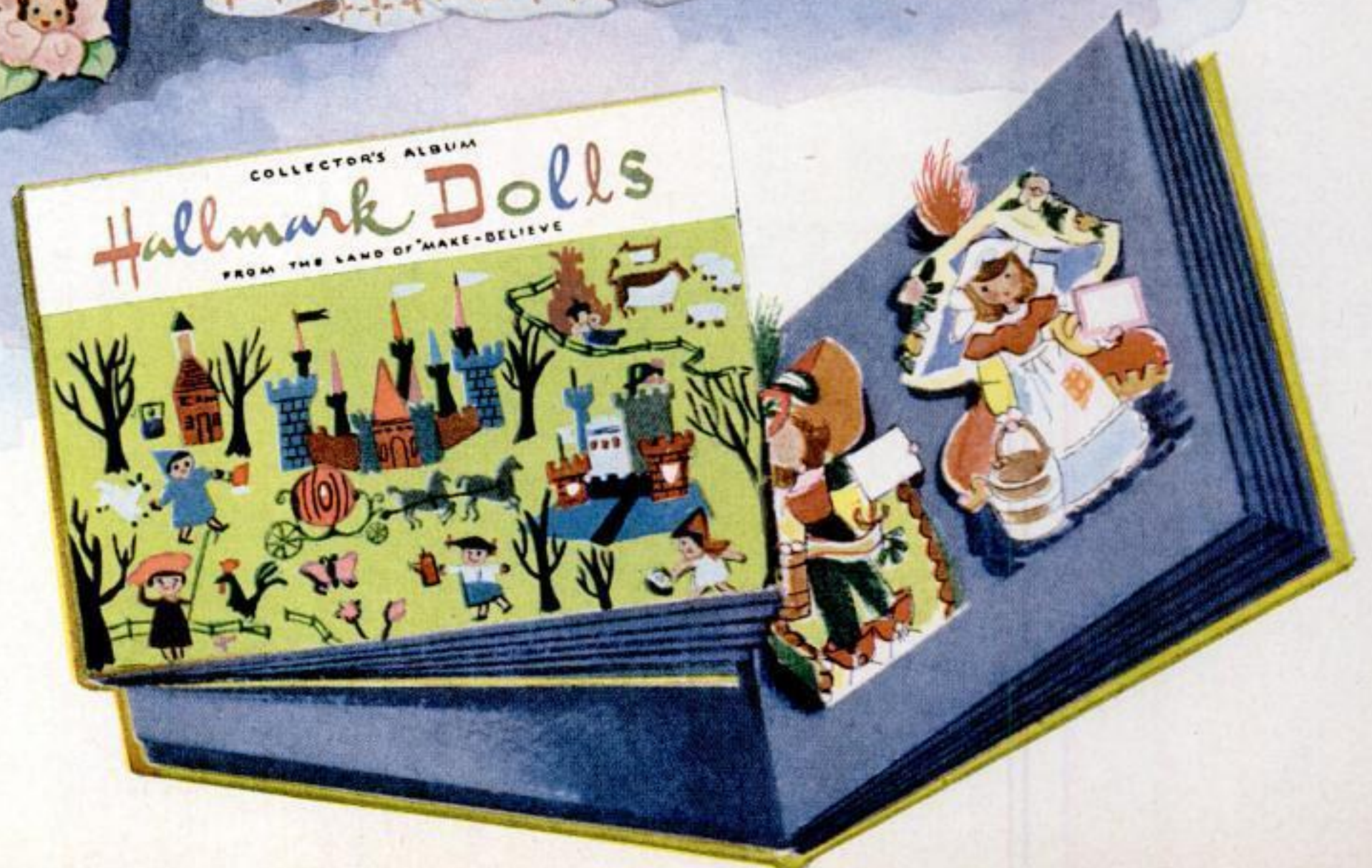
JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

THEY'RE BACK!

Straight from the land



This Hallmark Collector's Album makes it easy for a little girl to start a collection of all 16 Hallmark Dolls from the Land of Make-Believe. Buy the album with the first doll; then add to her collection from time to time. She can take them out to play with—put them back to keep them looking fresh as new. And the price is only 50c.



of Make Believe



**Every little girl will want a set of
these enchanting Hallmark Dolls**

Cinderella, Peter Piper, Little Bo Peep, Little Miss Muffet—these story-book friends, 16 in all, can now become playmates for your favorite little girl.

For these Hallmark Dolls look as though they stepped right out of fairyland in all their glory . . . resplendent with real plumes and sparkling sequins.

And inside each card is the fairy tale of the doll. It's written in rhyme in such an interesting way that youngsters will relive the story again and again—also its moral and the lesson it teaches. So today, send that little girl a Hallmark Doll from the Land of Make-Believe. Your choice of dolls just 25c with envelope—in the stores where Hallmark Cards are sold.

P.S. See Hallmark Dress-Up Dolls, too—with complete wardrobes of punch-out dresses, hats and pocketbooks. Four different sets—25c each, with envelope.


**Hallmark
Cards**

When you care enough to send the very best



Your lighter-weight wardrobe starts at the top

Spring's up, summer's on deck, and what will you put on for comfort? Lighter-weight clothes--and this fashionable lighter-weight hat that says your comfort can be in style. This lighter-weight's a **Champ**.

Light as a swatch of cloth, and a brand-new hat experience. It's on your head, like the part in your hair, but you hardly know it or feel it. Craftsmanship is sewn into every inch of imported Kasimir fur-felt. And the hat is pre-creased--to hold its shape. Individually boxed, \$7.50. Other **Champ** lighter-weights and regular-weights, \$7.50, \$8.50 and \$10. At men's stores and department stores everywhere.

CHAMP

TS

Illustrated in metal tan: **Champ Featherweight**, \$7.50. ©1954. Champ Hats, Inc., 350 Fifth Ave., N. Y.

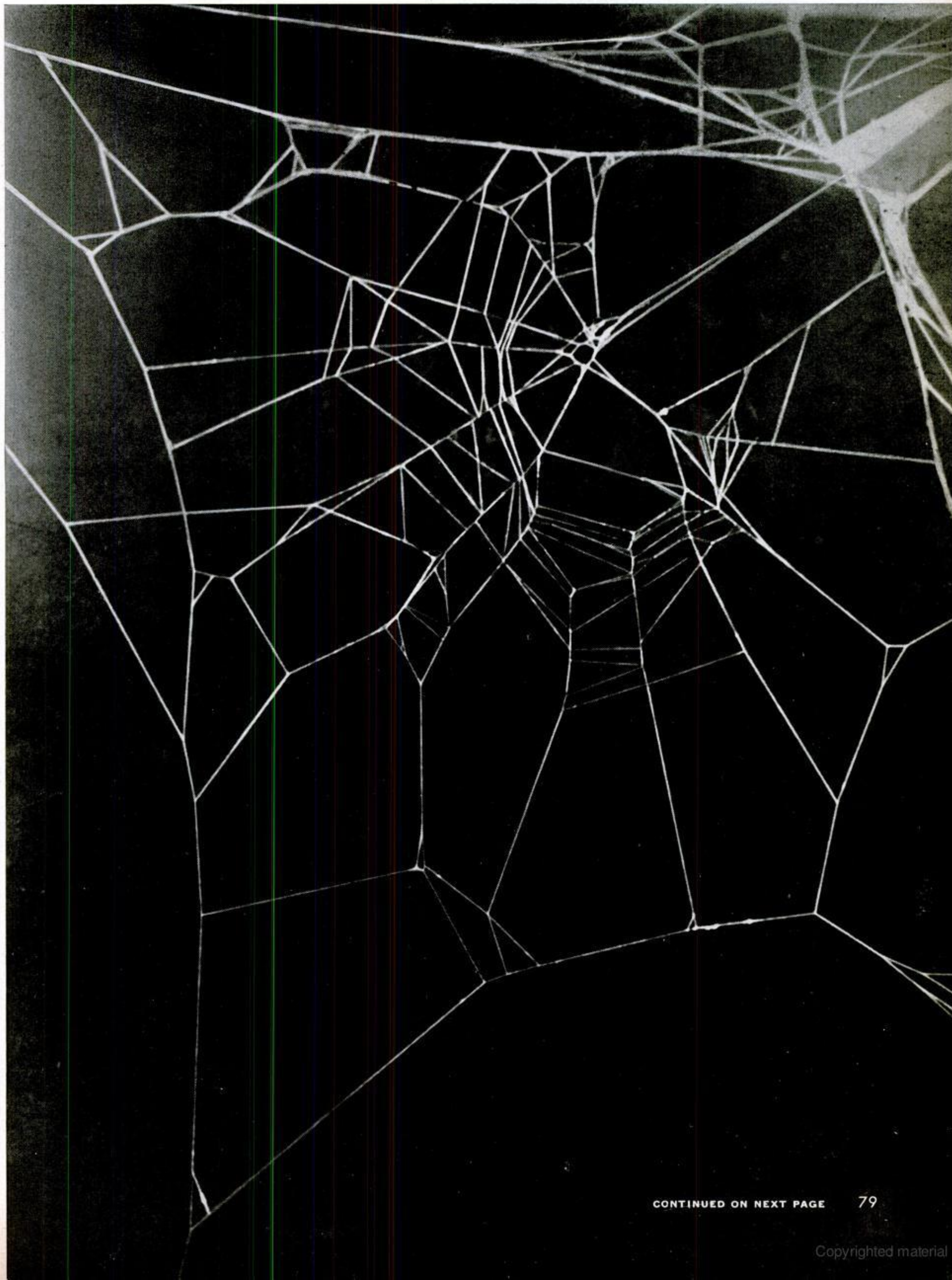
SPIDERS SPIN IN DRUG STUDY

They build strange, significant cobwebs under influence of dope

Scientists have long found spider webs as serviceable as they are beautiful. Astronomers use web threads in their telescope sights and engineers use strands as crosshairs in range finders and transits. A young Swiss pharmacologist named Peter Witt now uses cobwebs as drug analyzers. He has discovered that if a spider is doped, it will spin a cockeyed cobweb. Different drugs apparently affect different parts

of the animal's nervous system so that the abnormality of the web pattern will differ characteristically with the type of drug swallowed by the spider, as shown in the pictures on these pages. Dr. Witt uses these odd nets as a quick, sure way of identifying drugs and says that the spider method is far easier than the elaborate chemical analyses usually needed to differentiate between closely related drugs.

NORMAL WEB is made up of a spiral coiling around spokes which radiate from hub, where spider spends most of its time. The spiral is enclosed by strong suspension cables to support it.



CAFFEINE WEB is ragged. The spider began laying threads in all directions instead of concentrically. The angles between spokes are too large and some spokes end before reaching rim.



A "MICKEY FINN"—chloral hydrate—produces unfinished web as knocked-out spider crawls off to sleep. Normally a spider always completes its web.



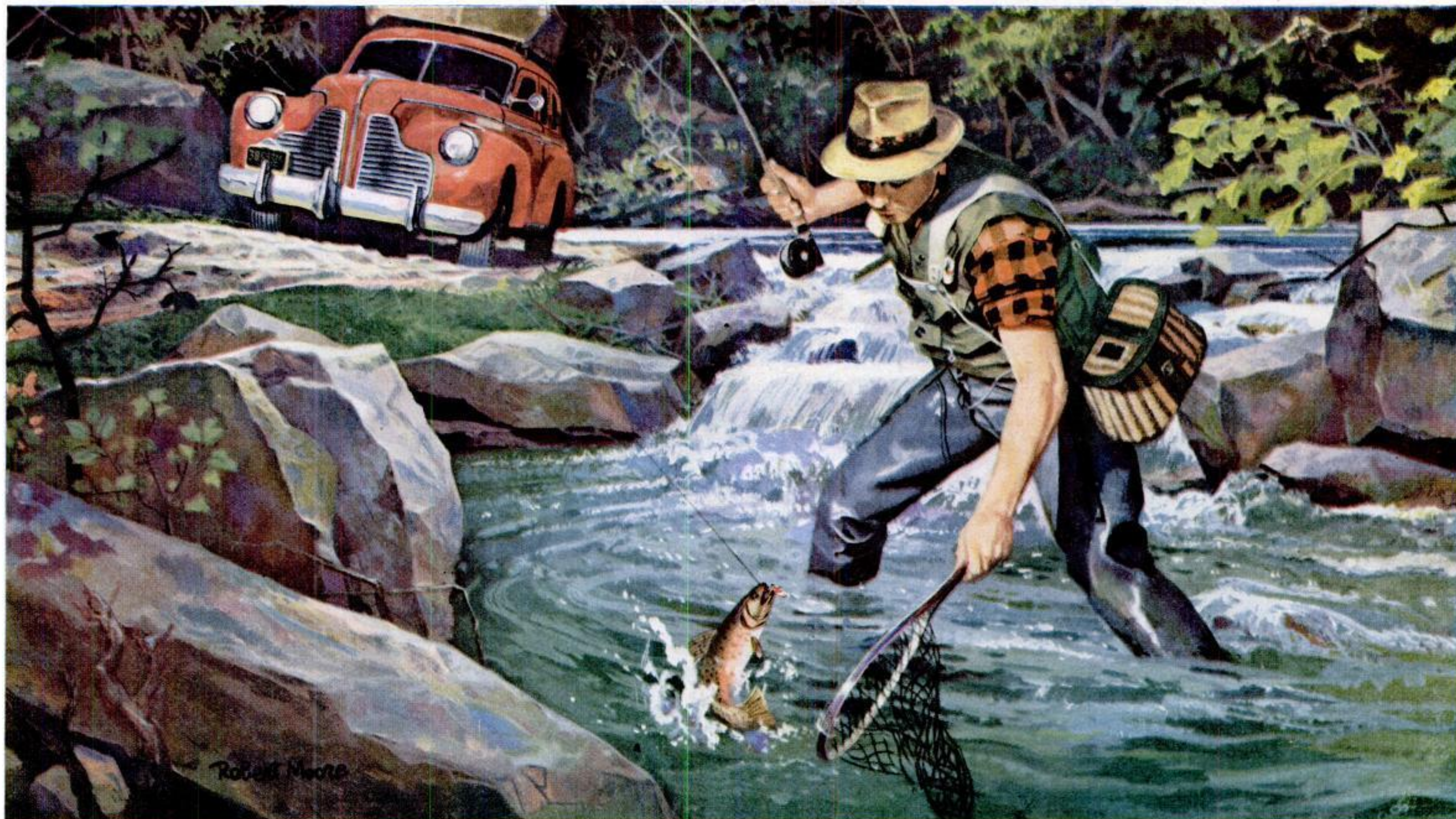
A PERFECT WEB, better than normal, is built when lysergic acid produces one-track mind, dulls all distractions. Spider concentrates on web alone.



BENZEDRINELIKE DRUG, Pervitin, causes a spider to build a one-sided web. After laying a foundation for a large web it becomes so restless under

the stimulant that it cannot coordinate. It weaves back and forth at one end only, laying down too many strands there but not completing whole net.

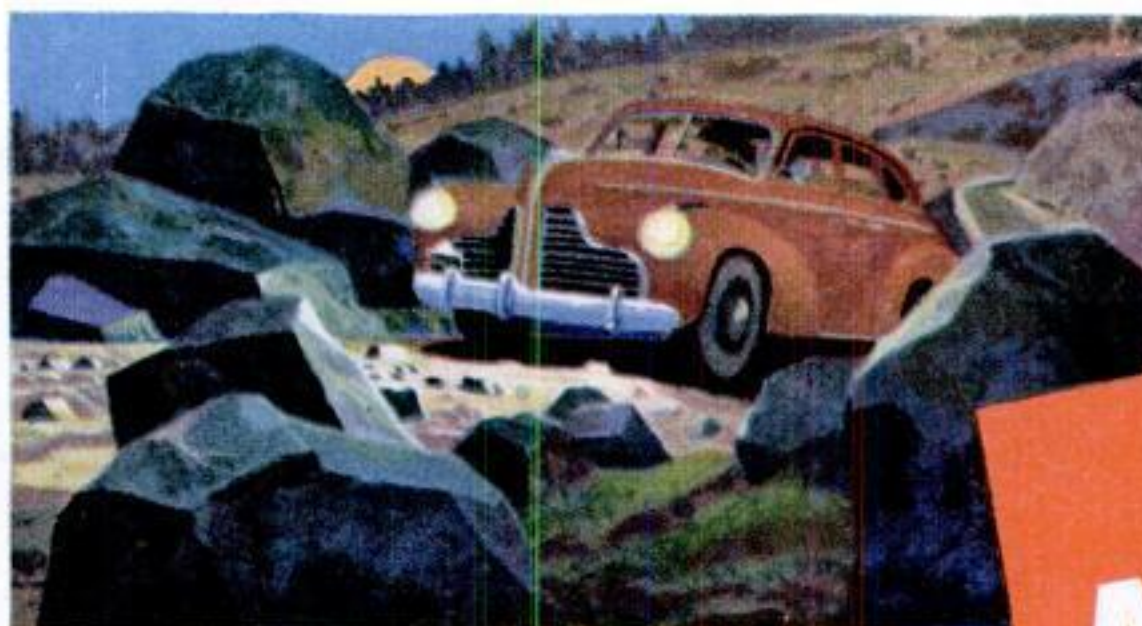
"I'd drive anywhere to fish" says *Richard L. Carlton*
of *Oakland, California*



"Way back in the mountains I found a fisherman's paradise. The trail was full of rocks that scraped the oil pan of the car. But my Atlas tires came through without even a scratch. They must be made of elephant hide!"



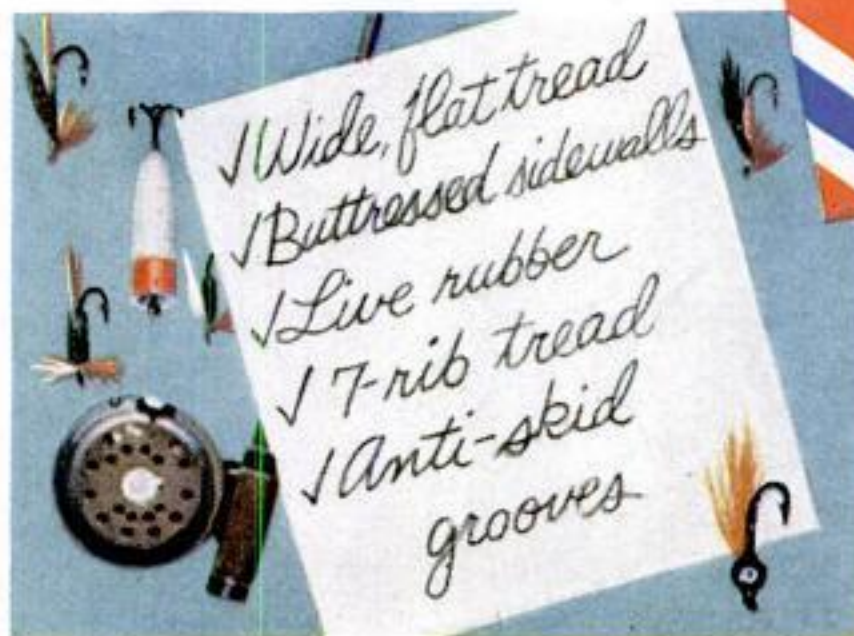
"Following trout streams may lead you most anywhere. But that broad, flat Atlas tread always gives sure footing."



"On one dangerous road — covered with big boulders — it took an hour to go five miles. Some pounding — but Atlas stood up!"



"Another time in a big blizzard everybody else was sliding off the road. But Atlas pulled me through without trouble!"



"If it's safe mileage you want, I don't see how you can beat Atlas, with all these great features."



For long, hard use, get tires and tubes specially built for *extra* strength. See your nearest Atlas dealer today.

38,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE

TRADE-MARK REG. COPYRIGHT 1954, ATLAS SUPPLY COMPANY, NEWARK 2, N. J.

*THE AMERICAN
BEAUTY IN PEAS*

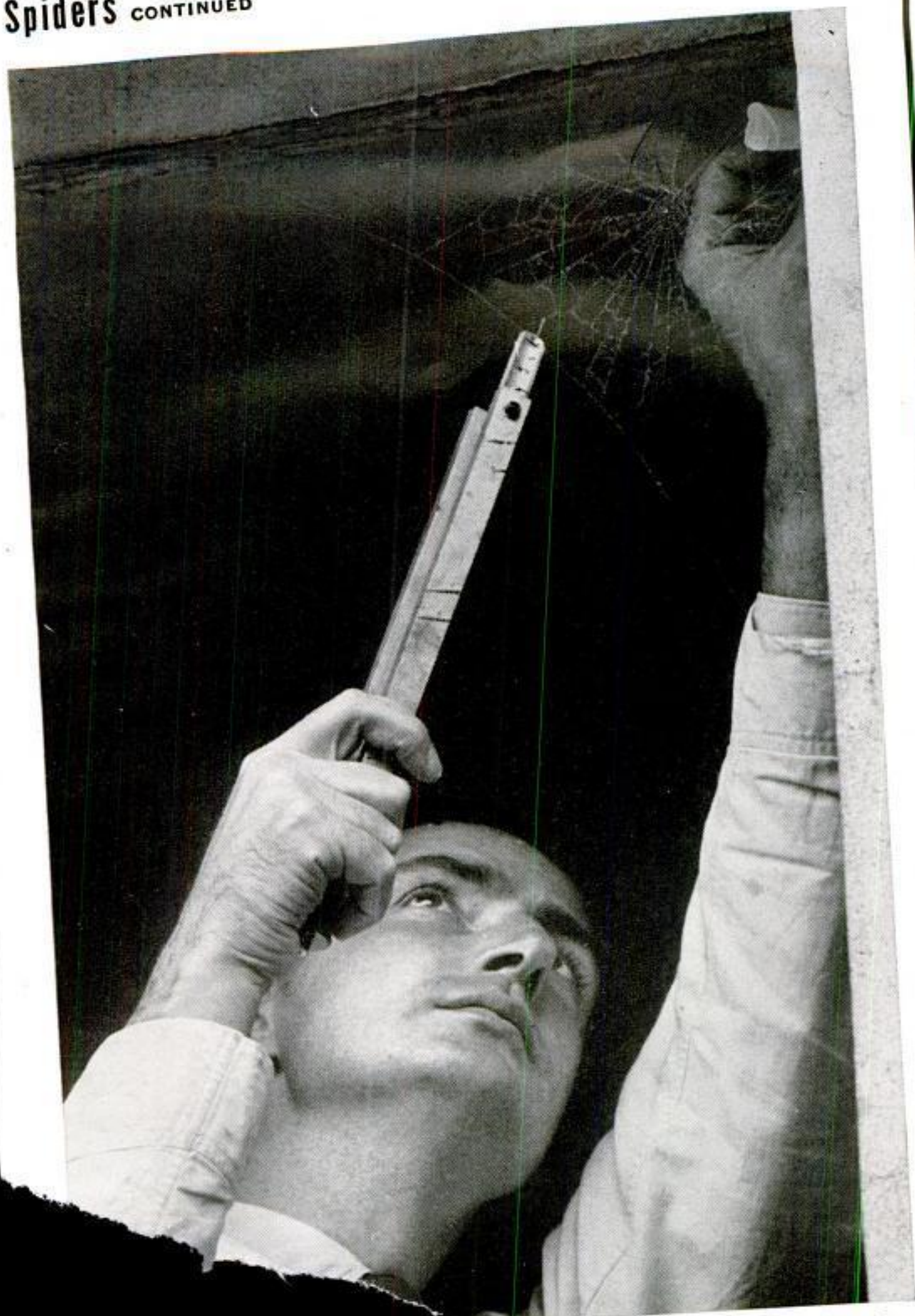


**the big
sweet ones
with the thin skins**

Our artist knows you can't pick Green Giant Peas off rosebushes. We just thought it'd be a good way to remind you that *the big sweet ones with the thin skins* are the American Beauty in peas. They're grown from carefully selected seed planted in specially prepared soil. There the peas get to full size while still tender, thin-skinned babies. Then they're *picked and packed at the fleeting moment of perfect flavor*—that magical moment of sweetness that comes just once to every pea. American Beauty in peas—pick yourself an armful at your grocer's.

GREEN GIANT PEAS
BRAND

Green Giant Company, headquarters, Le Sueur, Minnesota. Green Giant of Canada, Ltd.,
Tecumseh, Ontario. "Green Giant" Brand Reg. U. S. Pat. Off. © GGCo.



...aps barnyard web with tuning fork to sim-
to catch fly and is caught in paper cone.



...pin in laboratory are hung in a
strands silhouetted against sky.

CONTINUED ON NEXT PAGE

You're looking at the famous
WEAREVER Pennant fountain pen

WEAREVER Pennant is
America's leading pen value—

With your choice of five
Hardaloy-tipped, inter-
changeable points that
promise years of smooth,
carefree writing—

With C-Flow feed that
insures instant starting
and shows when to refill—
With a really over-size
ink capacity.

The only pen under \$5 with
all its features... get only



Available in maroon,
blue, green, grey and
black.



Choose the pen
that suits you
(Point includes)

Extra Fine

Steno

Flexible Fine

Medium

Broad

WEAREVER®

Made by David Kahn, Inc., North Bergen, N.J. ... World's Largest Pen
© 1953



Service station proprietor Horace H. Eckman, Mount Holly, N. J., says: "You'll save yourself a lot of grief if you change your filter cartridge before it gets clogged like this."

"Look, the book that came with your car* says—

Change your Oil Filter every 5,000 miles"

17 of 18 leading car makers recommend oil filter changes at least every 5,000 miles, on the average, depending on car and driving conditions.

Grit and sludge in the oil stream can ruin any engine... run up expensive repair bills. A regularly changed Purolator Oil Filter traps these dangerous contaminants before they can damage delicate engine parts.

The Purolator Micronic has up

to 10 times more capacity than ordinary filters... traps gritty abrasives so tiny you can't even see them. More car makers specify Purolator than any other oil filter.

Warning! If you've driven 5,000 miles since changing your oil filter, it's probably clogged. It's high time to ask your friendly service man to install a new Purolator Micronic Refill. Takes just a few minutes. Costs as little as \$1.60.

PurOlator

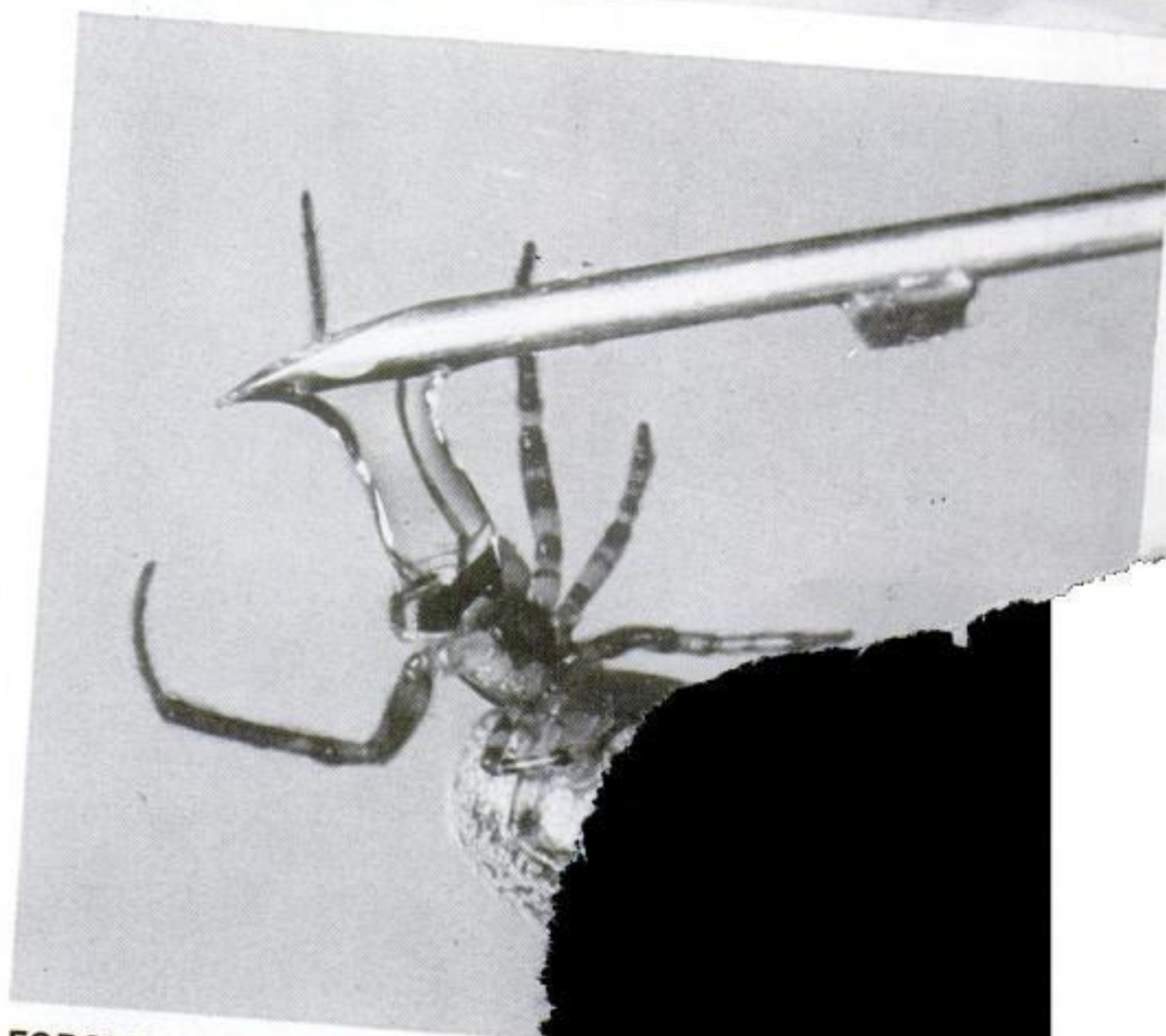
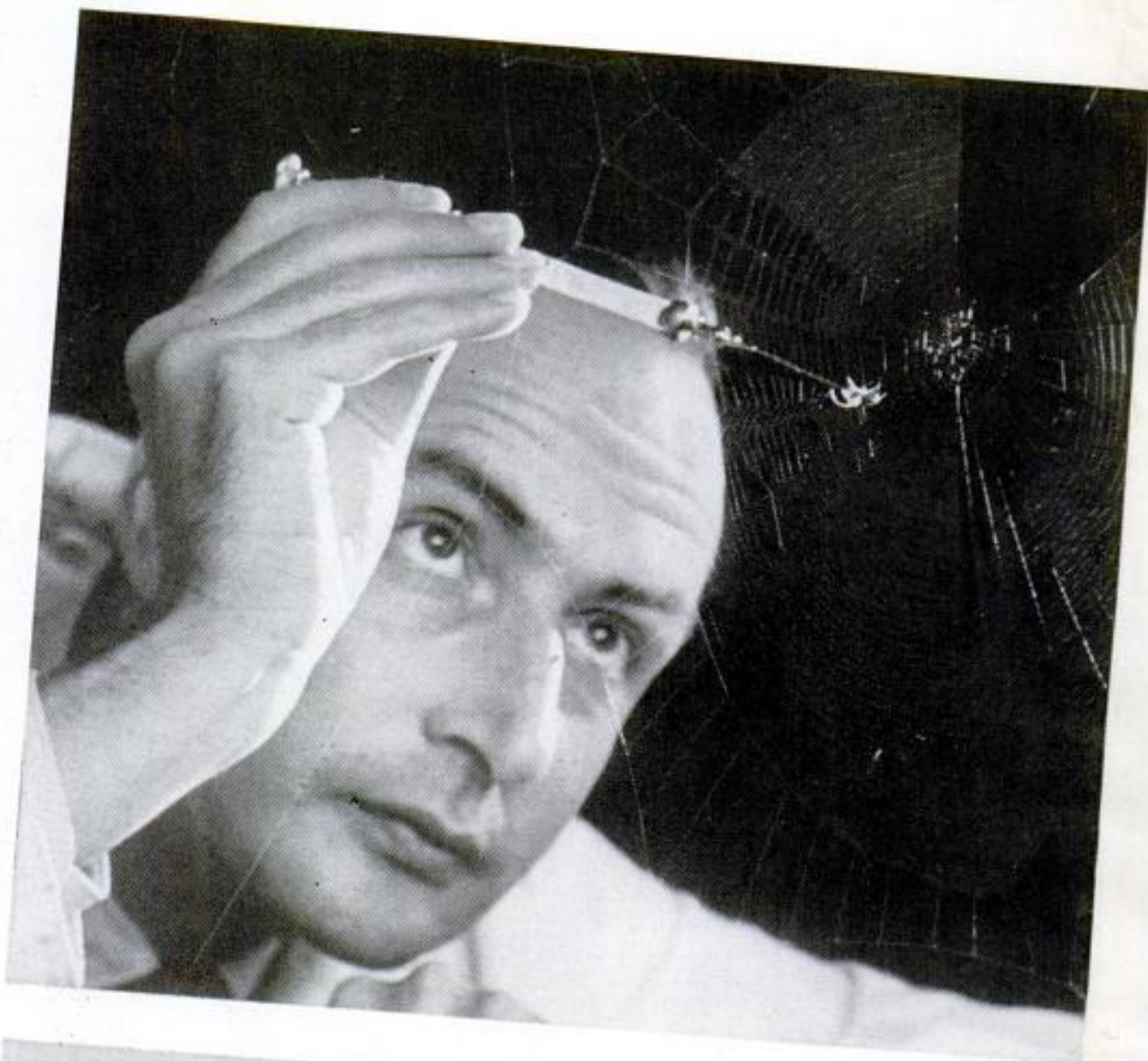
World's finest **OIL FILTER**

"Remember—there's a Purolator engineered for every make of car," says Mr. Eckman, who was named Outstanding U. S. Service Station Dealer by the Brand Names Foundation in 1953. "We recommend them for all the cars we service."

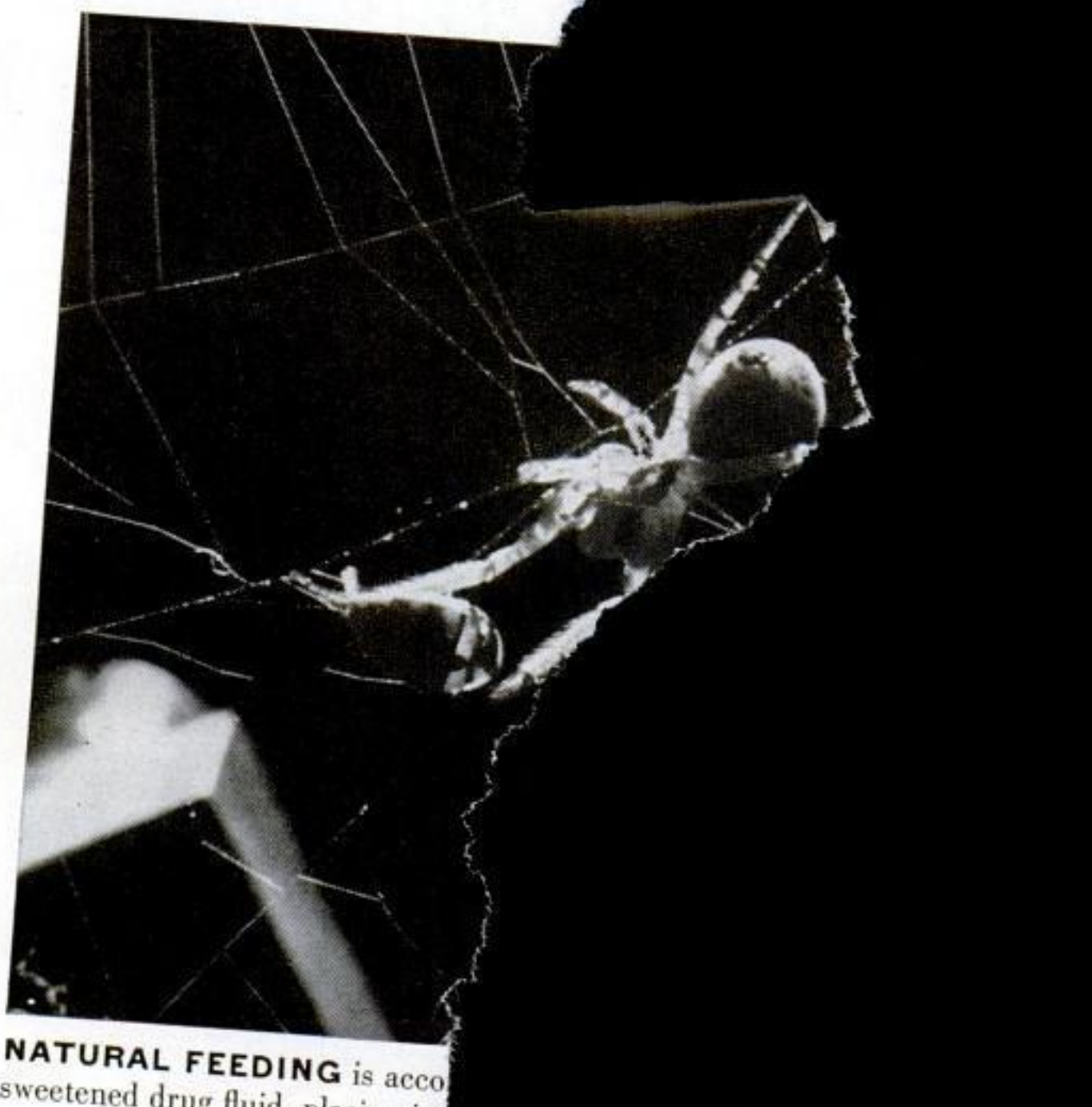


Purolator Products, Inc., Rahway, N. J., Toronto, Canada. Reg. U. S. Pat. Off.

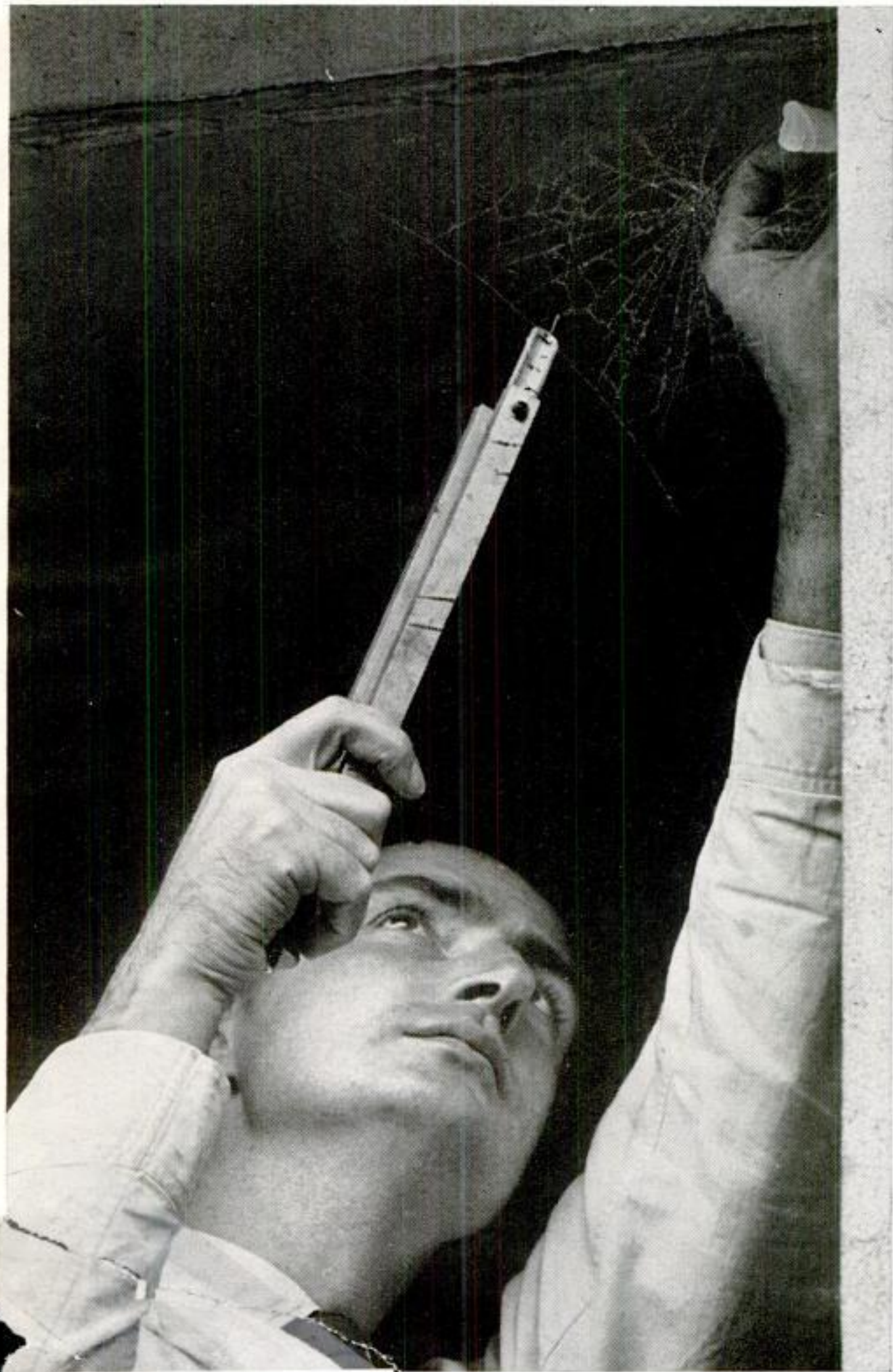
Spiders CONTINUED



FORCED FEEDING is achieved with the needle for trapped insect, spider



NATURAL FEEDING is accomplished by placing it



COLLECTING SPIDERS, Witt taps barnyard web with tuning fork to simulate fly's vibration. Spider crawls out, to catch fly and is caught in paper cone.



FRAMES FOR WEBS which spiders will spin in laboratory are hung in a window by Dr. Witt so that he can see fine strands silhouetted against sky.

CONTINUED ON NEXT PAGE

You're looking at the famous
WEAREVER Pennant fountain pen

WEAREVER Pennant is
America's leading pen value—

With your choice of five
Hardaloy-tipped, inter-
changeable points that
promise years of sm-o-o-th,
carefree writing—

With C-Flow feed that
insures instant starting
and shows when to refill—
With a really over-size
ink capacity.

The only pen under \$5 with
all its features... yet only



Available in maroon,
blue, green, grey and
black.

Choose the point
that suits you best.
(Point includes sac)

Extra Fine

Steno

Flexible Fine

Medium

Broad

WEAREVER®

Made by David Kahn, Inc., North Bergen, N. J. ... World's Largest Pen Maker
© 1953

Copyrighted material



Service station proprietor Horace H. Eckman, Mount Holly, N. J., says: "You'll save yourself a lot of grief if you change your filter cartridge before it gets clogged like this."

"Look, the book that came with your car* says —

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*17 of 18 leading car makers recommend oil filter changes at least every 5,000 miles, on the average, depending on car and driving conditions.

Grit and sludge in the oil stream can ruin any engine . . . run up expensive repair bills. A regularly changed Purolator[†] Oil Filter traps these dangerous contaminants before they can damage delicate engine parts.

The Purolator Micronic[†] has up

to 10 times more capacity than ordinary filters . . . traps gritty abrasives so tiny you can't even see them. More car makers specify Purolator than any other oil filter.

Warning! If you've driven 5,000 miles since changing your oil filter, it's probably clogged. It's high time to ask your friendly service man to install a new Purolator Micronic Refill. Takes just a few minutes. Costs as little as \$1.60.

PurOlator

World's finest **OIL FILTER**



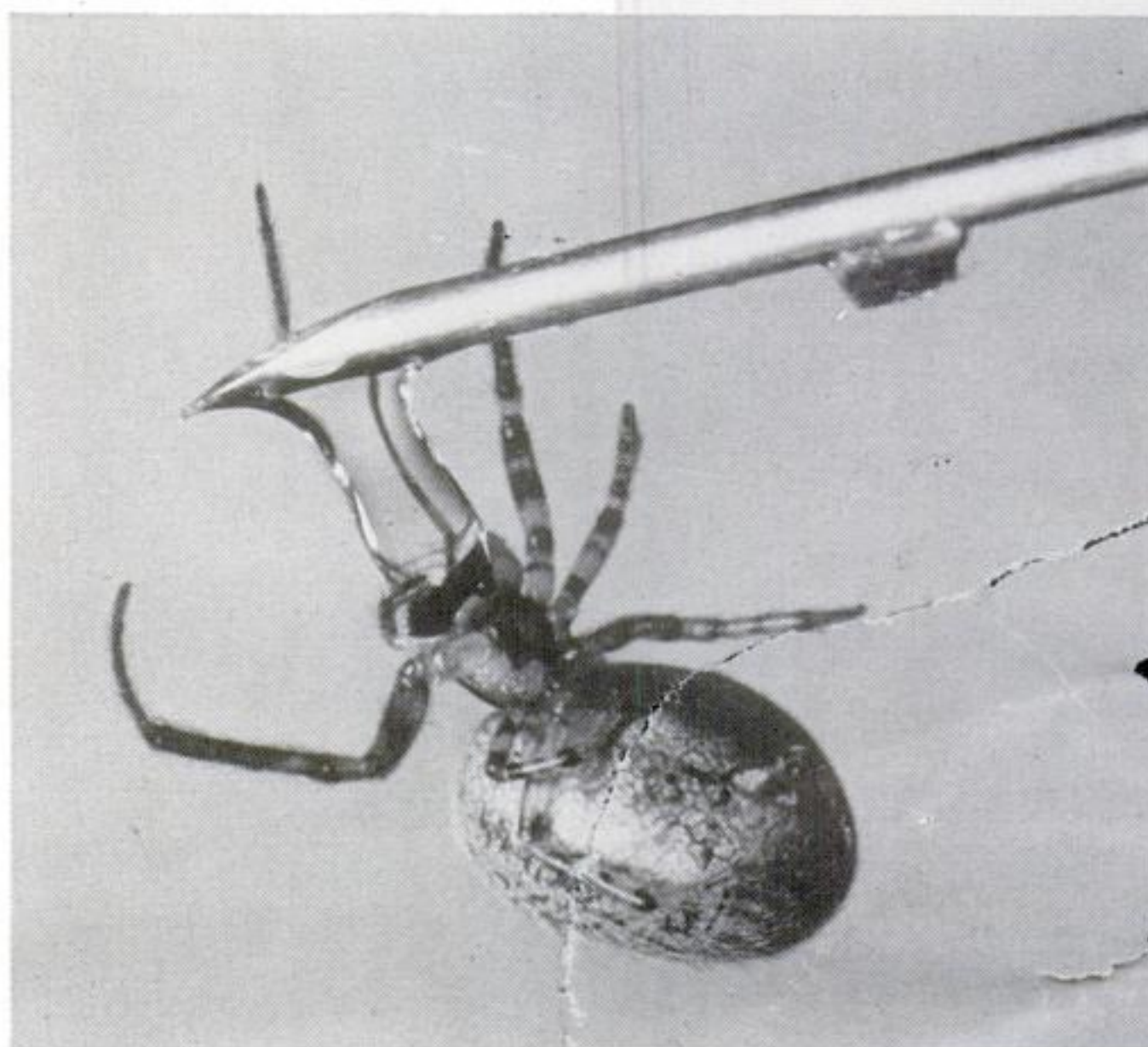
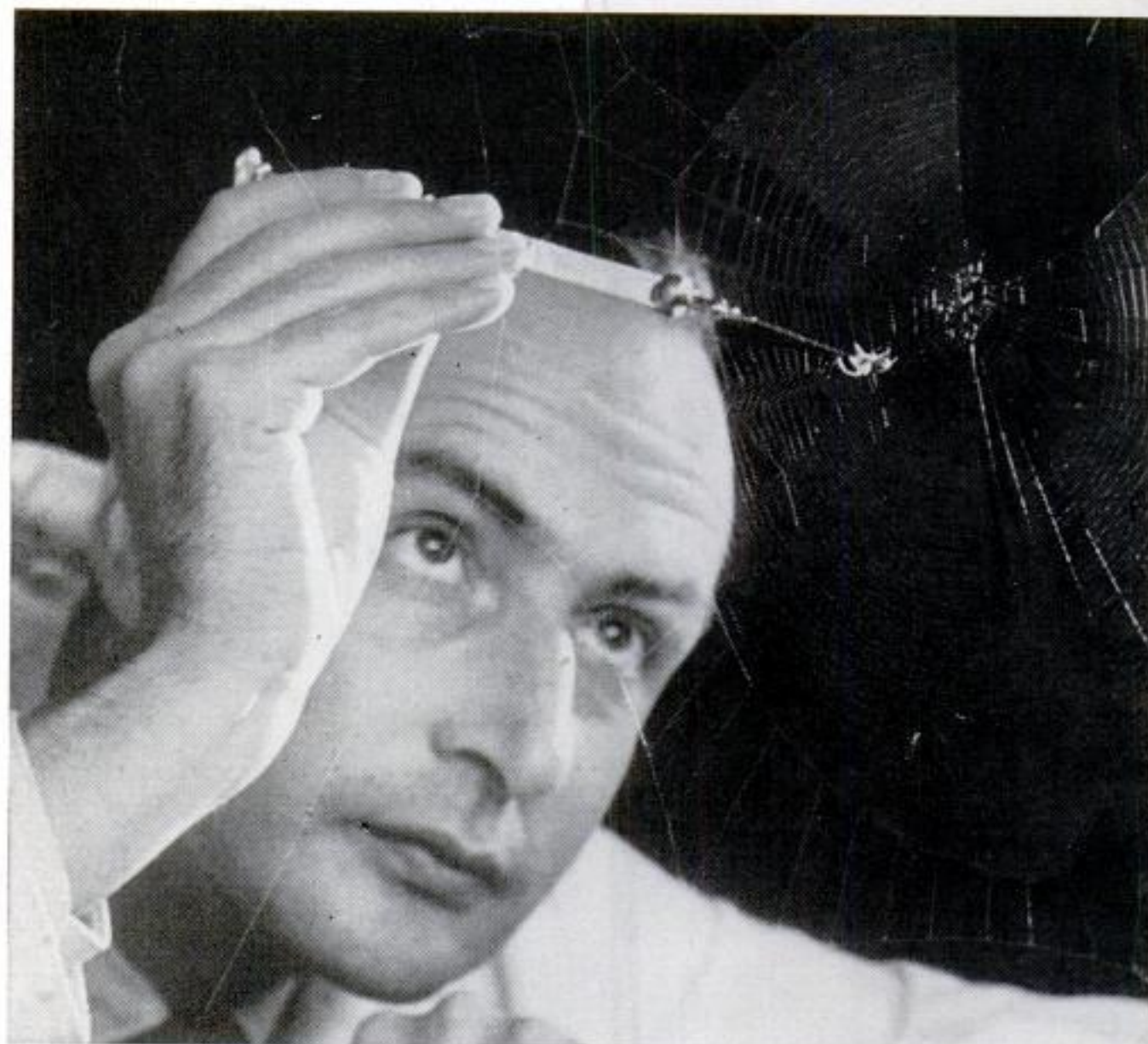
"Remember—there's a Purolator engineered for every make of car," says Mr. Eckman, who was named Outstanding U. S. Service Station Dealer by the Brand Names Foundation in 1953. "We recommend them for all the cars we service."



BE SAFE—CHECK YOUR OIL FILTER EVERY TIME YOU CHANGE YOUR OIL

[†]Trade mark of Purolator Products, Inc., Rahway, N. J., Toronto, Canada. Reg. U. S. Pat. Off.

Spiders CONTINUED



FORCED FEEDING is achieved with drug-filled syringe (top). Mistaking the needle for trapped insect, spider rushes to it (bottom), drinks drop of drug.



NATURAL FEEDING is accomplished by filling abdomen of dead fly with sweetened drug fluid, placing it at edge of web. Spider will gorge on the bait.



Best we can do here is "stop" the action. But with your Brownie Movie Camera, you can capture your youngsters in *moving* pictures . . . with *all* the action, *all* the color, *all* the reality of life itself.

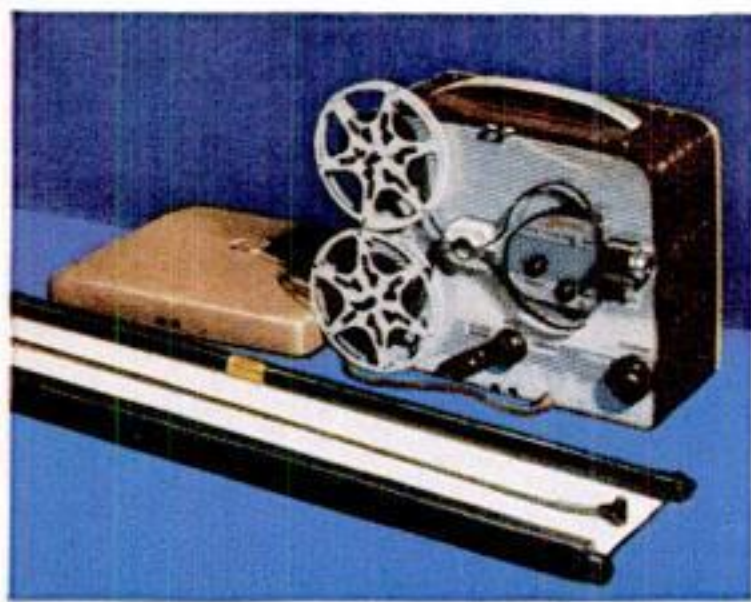
Cost? A single roll of 8mm. color film costs only \$3.95 *including processing* . . . makes 30 to 40 average-length scenes! *Ease?* With the Brownie Movie Camera, home movies are simple as snapshots.

But get the whole story for yourself from your Kodak dealer.

Movies at snapshot cost!

Brownie Movie Camera

only \$39.75



"Brownie" movies start to finish! Brownie Movie Projector shows all 8mm. movies crisp, bright . . . stills, reverse action, too! Only \$62.50. Brownie Projection Screen . . . beaded . . . a full 30 inches wide. \$4.50.

Loads easily—no threading. Built-in exposure guide . . . fine, fast, $f/2.7$ lens. Unbeatably low priced at \$39.75, and most dealers offer easy terms. Same camera with super-speed $f/1.9$ lens, only \$49.50. Either model gives you sharp, clear full-color movies at the touch of a button. At your Kodak dealer's.

Prices subject to change without notice and include Federal Tax where applicable



----- Eastman Kodak Company, Rochester 4, N. Y. -----

See "Photographic Equipment and Supplies"



"LET'S MAKE MOVIES."—Free booklet for those who have yet to enjoy personal movies. Spells out home-movie ease and economy . . . helps you decide what camera is best for you. See your dealer—or mail coupon to Kodak.



Dept. 6: Please send me my free copy of "Let's Make Movies."

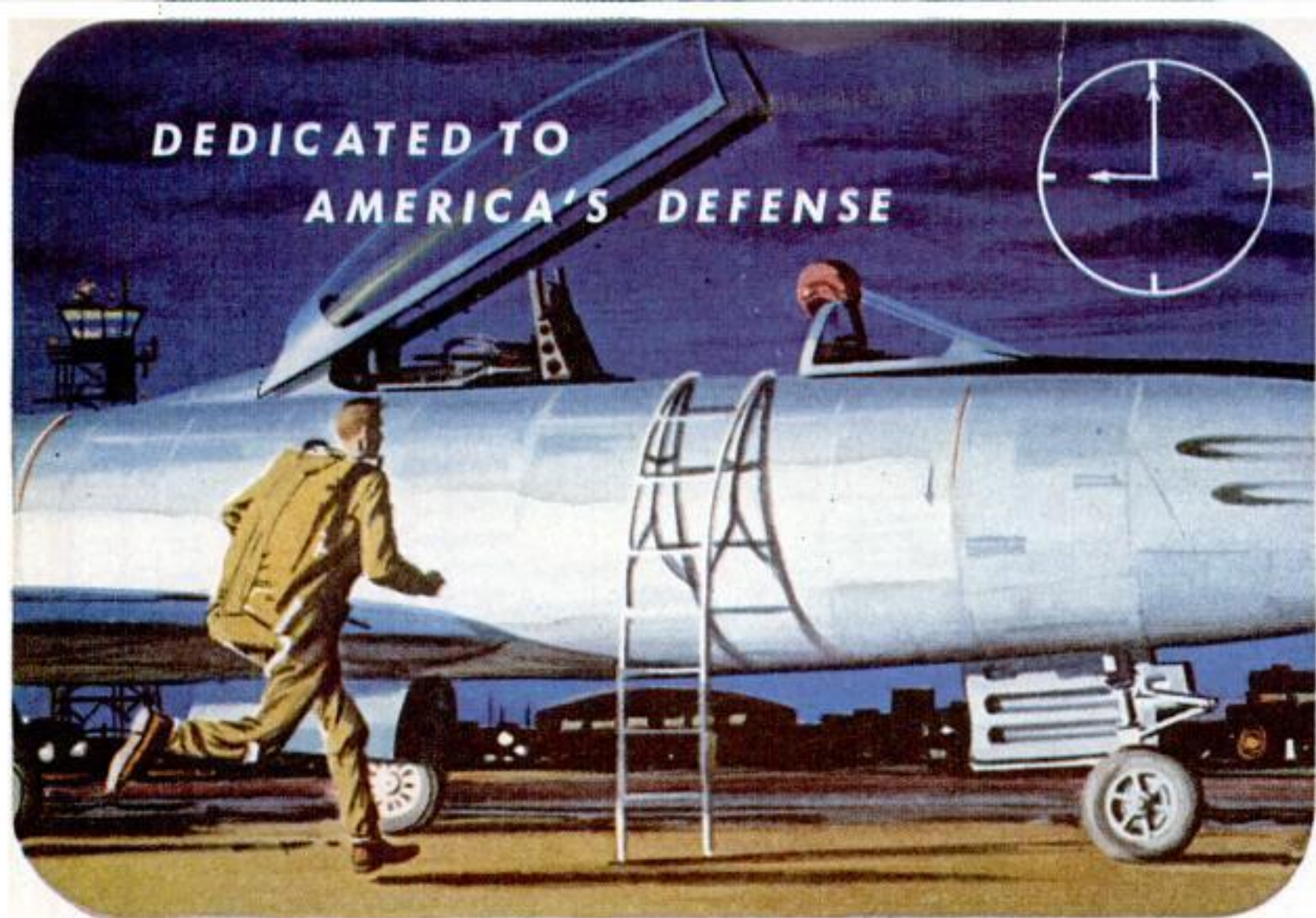
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City _____

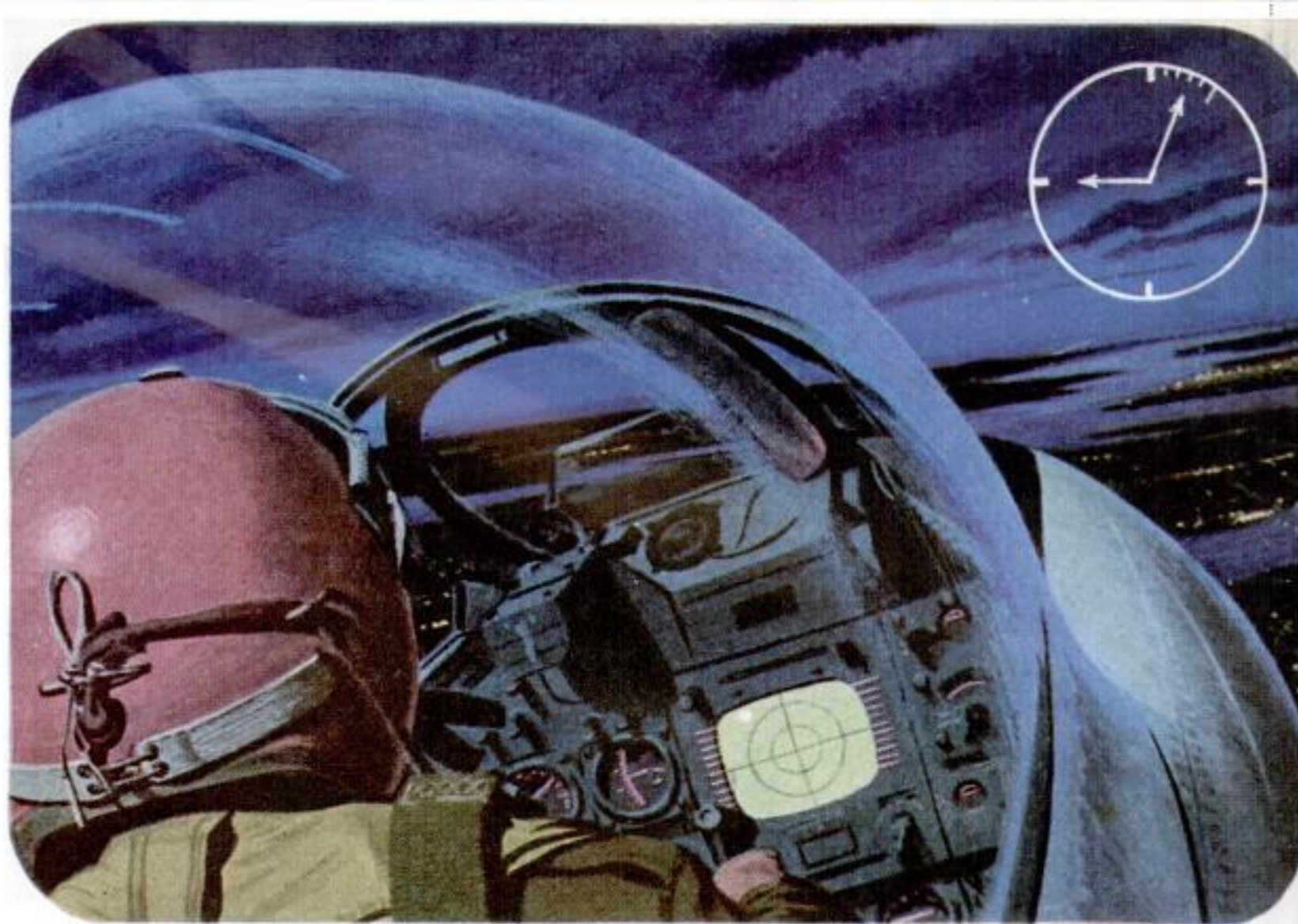
Zone _____ State _____

Kodak
TRADE-MARK



DEDICATED TO
AMERICA'S DEFENSE

9:00 PM "SCRAMBLE!" Pilot runs to his waiting plane as radar warns of practice "attack."



9:03 PM IN THE AIR. "Blip," upper left on scope, tells where intruder is, how to reach him.



9:05½ PM GETTING CLOSER. Despite fast maneuvering of target, plane steadily closes in.



9:06 PM FIRE! Guns go off at the exact moment. Pilot actually may never see his target.



ENGINEERS AT G-E FLIGHT TEST CENTER

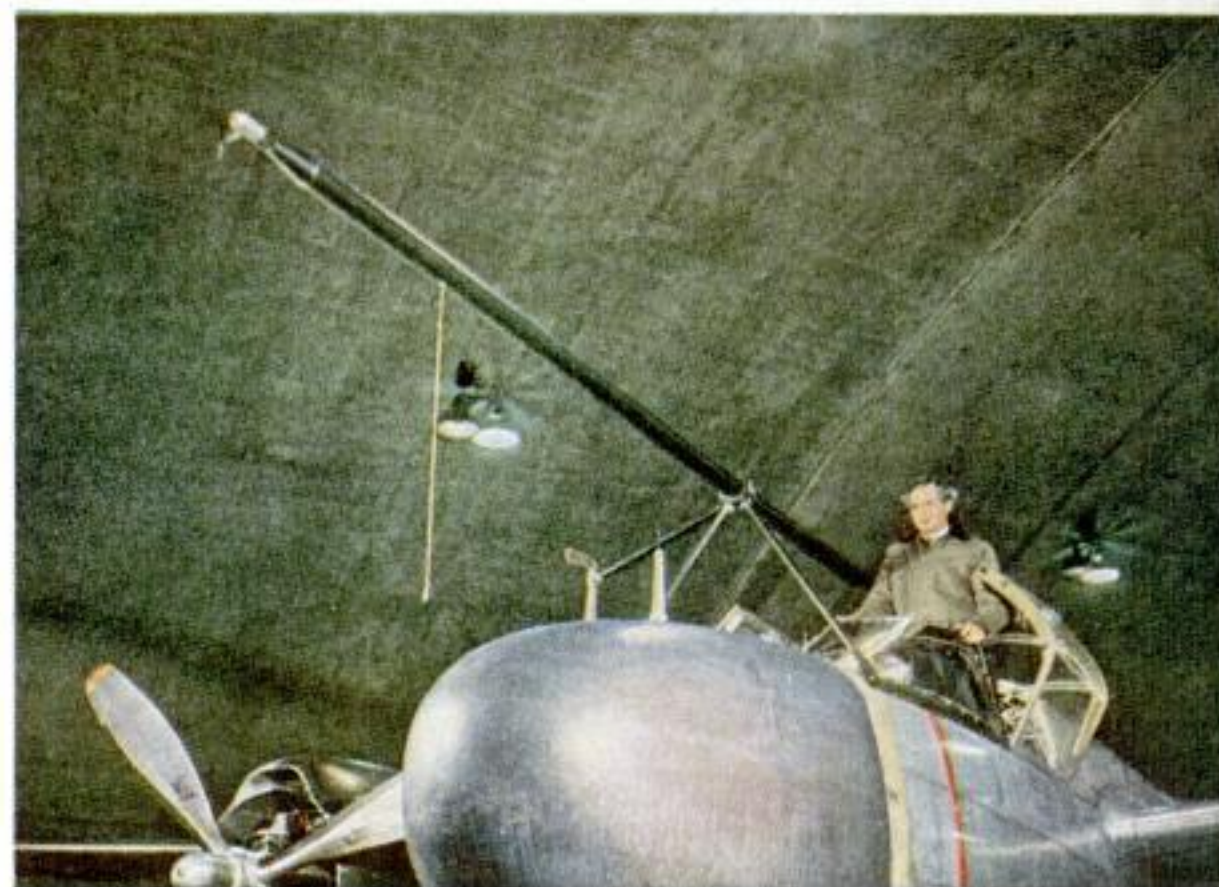
use a fleet of 8 to 10 planes of all types to "wring out" intricate aircraft equipment. Advanced designs thus obtained will aid commercial aviation as well as the Armed Forces.



JET FIGHTER at the General Electric Flight Test Center is fitted out with intricate advanced electronic equipment, to be tested thoroughly in flight.



"FLYING LAB" in B-25 bomber, enables G-E engineers to keep a close check on electronic instrument performance under actual flight conditions.



NOT A TV AERIAL, but a test boom, this odd-looking piece of test equipment helps General Electric engineers study aircraft pitch and yaw in flight.



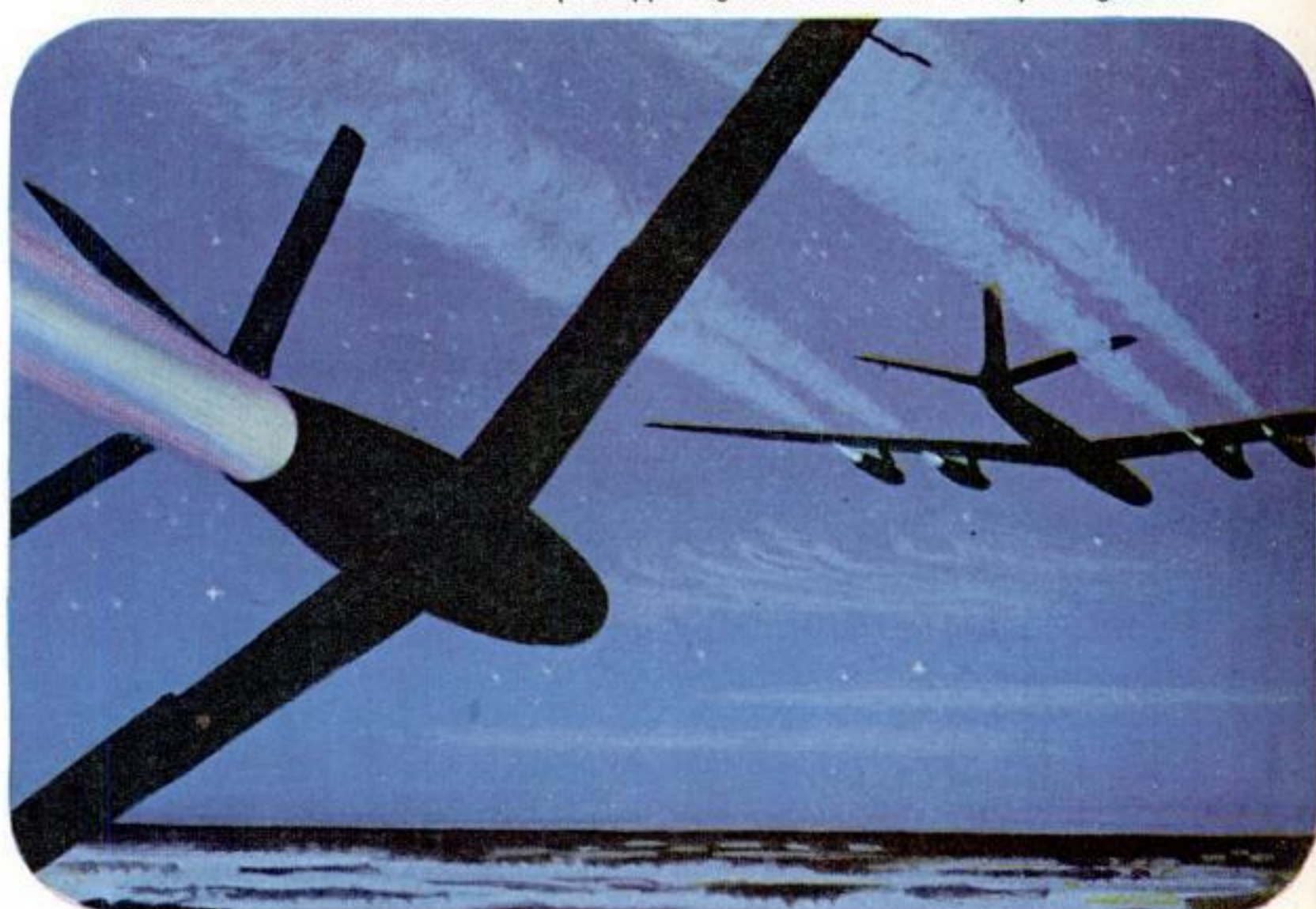
9:04 PM "CO-PILOT" TAKES OVER. Blip is now in center of scope, plane is on proper course.



9:05 PM WITHIN RANGE. Second blip in upper right moves downward as plane gets close.



HIT! Camera guns show that enemy would have been destroyed in case of actual attack.



OUT OF DANGER. "Co-pilot" in control, plane banks away. Pilot takes over, heads for home.

HOW ELECTRONIC "CO-PILOT" FINDS, FOLLOWS, HITS JET TARGET IN 6 MINUTES

An automatic detection and interception system for jets is one of many new defense items being studied at General Electric's Flight Test Center

Seconds after an air warning sounds, today's jet pilot can be in his jet interceptor and roaring "upstairs." Once airborne, his radar scope will tell him where the enemy plane is, how fast it is traveling, what its course is — and if his plane can intercept it. With a few rapid adjustments of the dial, the pilot can turn over his controls to the General Electric automatic detection and interception system. This "Co-pilot" guides his plane, intercepts the attacker, locks on target, fires guns and then wings his plane out of danger. The whole interception can be completed in just six minutes.

At G.E.'s Flight Test Center, near Schenectady, N. Y., engineers are testing hundreds of advanced aircraft equipment designs, ranging from the Electronic "Co-pilot" for jet interceptors to advanced electrical systems for commercial aircraft. "Battle" tests last for weeks, or even months, and simulate actual operating conditions. A far-sighted investment, the Flight Test Center insures precision and serviceability in all G-E aircraft equipment.

Far-reaching testing and research at the Flight Test Center enables G-E engineers to build

tomorrow's needs into today's aircraft equipment. This means that as new life- and time-saving devices are perfected, they can be fitted right into existing G-E systems. Length of service of the equipment is thereby increased; costs are reduced. In the case of defense equipment, it is the taxpayers who save. *General Electric Company, Schenectady 5, N. Y.* 221-1

ENGINEERS: General Electric is constantly adding to its staff of highly skilled engineers and scientists. If you have a background of successful, creative engineering, and are not now in defense production, send your qualifications to our Technical Personnel Service Dept., Section B, Schenectady 5, N. Y.

You can put your confidence in—
GENERAL  ELECTRIC

How easy do you want your driving?

Mercury offers new 161-horsepower V-8 engine for a new kind of power that makes any driving easy—ball-joint suspension for easy handling—5 easy power features.



EASY ON THE EYES—from new grille to longer rear fenders—fresh distinctive beauty that will stay in style for years.



EASY ACCELERATION. Tremendous reserve power is *instantly* available for sudden emergencies.



EASIER HANDLING WITH BALL-JOINT SUSPENSION. You get easier cornering, greater road stability.

POWERED THROUGHOUT FOR EASY DRIVING—Thanks to new principles of engine design, the 161 horsepower of Mercury's new overhead valve V-8 engine is instantly, smoothly transmitted to the wheels for the quickest, *easiest* response you've ever known.



EASY ON THE EYES INSIDE, TOO. The most stunning interiors yet—new colors, new fabrics.



AND FOR THE ULTIMATE IN EASY DRIVING—THESE OPTIONAL POWER FEATURES: 4-Way Power Seat, Power Steering, Power Brakes, Merc-O-Matic Drive, and Electrically Powered Windows.

SO EASY TO OWN, SO EASY ON THE POCKETBOOK—At a price just a little beyond the so-called "low-priced" cars—this easy-driving Mercury is remarkably easy to own. And even though you get 28% more power for your money—you can get greater gasoline economy, too. And Mercury's history of trade-in value leads the field. See and drive this great new Mercury soon!

The car that makes any driving easy

New 1954 **MERCURY**

MERCURY DIVISION • FORD MOTOR COMPANY



21-YEAR-OLD KING FAROUK POSED AT HIS DESK IN ABDIN PALACE IN 1941

Fun in Farouk's Palace

RATOFF MAKES MOVIE THERE BUT DENIES IT IS ABOUT THE EX-KING

Abdullah the Great is a movie that is now being made about the life of a fat, selfish, vain, childish, dissipated and very rich monarch who loves gambling, eating and women, and rules irresponsibly over the mythical country of Bandaria. Gregory Ratoff, the hearty Russian who directs the film, also plays the role of profligate Abdullah himself. The scenery and

backgrounds through which he struts are historically authentic: they are the palace and yacht of ex-King Farouk, made available for the movie by the present Egyptian government which deposed him. Featured in *Abdullah* are the current Miss Egypt and a number of her predecessors. Nevertheless, its producers insist, the film is not about former King Farouk.

ABDULLAH, KING OF BANDARIA, SITS DOWN TO A LATE BREAKFAST OF 10 BOILED EGGS, HALF GALLON OF MILKSHAKE, CAVIAR AND FIVE SKEWERS OF LAMB



TOUGH DAY FOR HIS HIGHNESS



SOMNOLENT ABDULLAH awakens in ex-King Farouk's bed in his Ras el Tin palace at Alexandria.

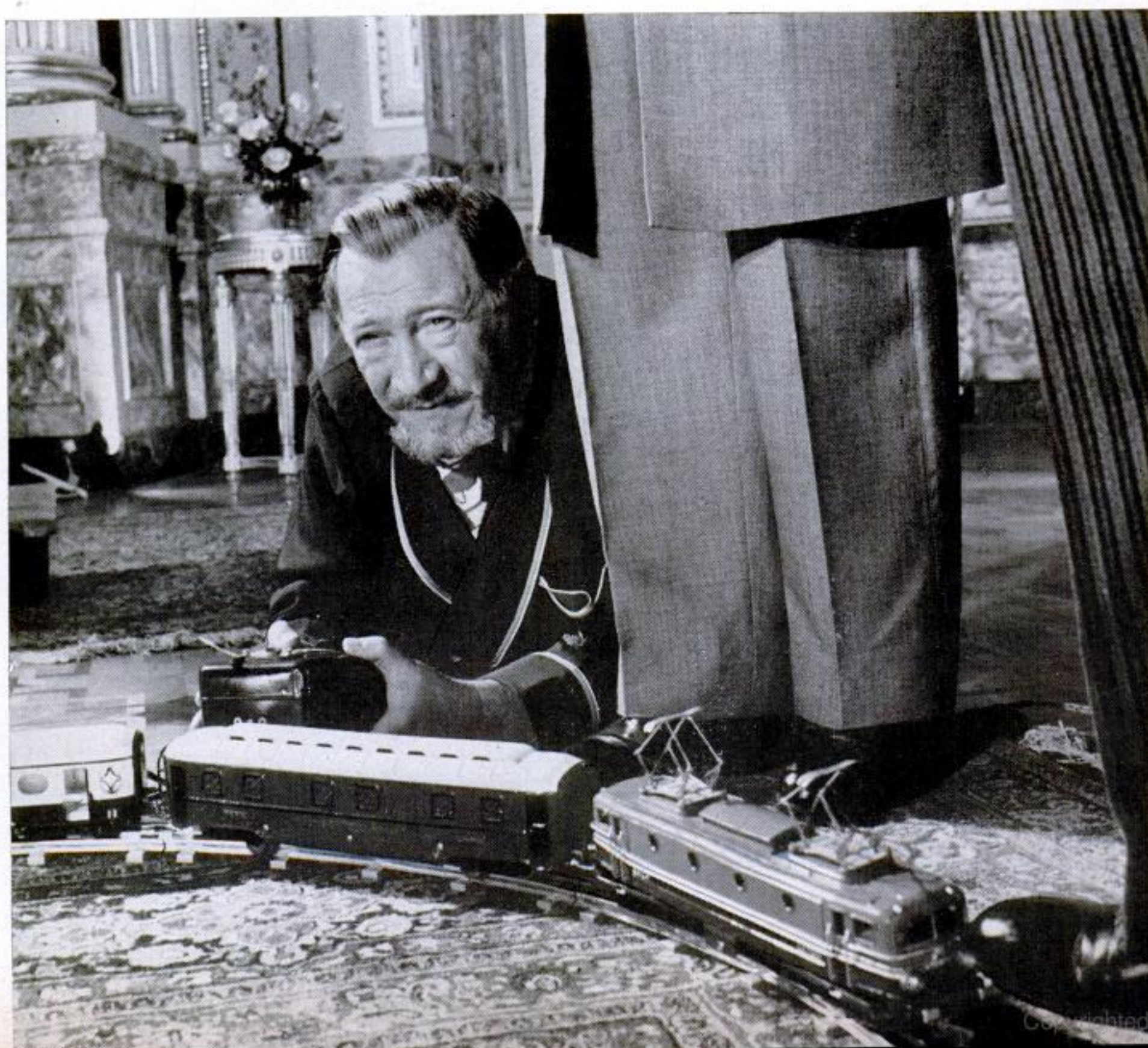


GAMBLING ABDULLAH (above) orders adversary to bet his life against gift of a royal girl friend.

CHILDISH ABDULLAH sprawls on floor amidst waiting ministers to play with a new electric train.



VAIN ABDULLAH examines new banknote, says "Why the profile? I look much better full face."



Which features do you want in your next refrigerator?



NO DEFROSTING: This Norge Customatic is completely automatic—even gets rid of its own frost water.



SEPARATE FREEZER: Norge freezes 80 pounds of fresh foods or leftovers—keeps them tasty for months.



MOIST COLD: The entire Norge refrigerator section is a moist cold zone. Foods don't dry out.



BUTTER CONDITIONER: Norge keeps a full pound at just the right consistency for easy spreading.



DOOR SHELVES: All the odds and ends and bottles you want are out front in Norge's handy door shelves.



ROLL-OUT SHELVES: All Norge shelves roll out. Things in back are as easy to reach as those in front.



EGG RACK: A swing-out Egg Nest keeps plenty of eggs handy right in the door in a Norge.



Get all 7

in one

refrigerator-

freezer

combination...

new NORGE Customatic

Here, truly, is the appliance of tomorrow! The Norge Customatic is a refrigerator-freezer combination that makes even the most modern refrigerators old fashioned by comparison.

There's a zero-cold freezer you can use exactly as you would a separate home freezer. It is separate in all but location

—and it freezes and stores a giant 80 pounds of fresh foods and leftovers.

Moist cold everywhere in the main food compartment, with the temperature and humidity automatically balanced. Foods stay fresh with or without covering. You do no defrosting at all. No controls to set. No frost water to empty.

All the shelves roll out so you can reach what's in back as easily as what's in front. And the door is a complete front-row storage annex—with shelves, a Butter Bank and a covered Egg Nest.

You can get a revolutionary new Norge Customatic refrigerator-freezer combination today for as little as \$349.95.

NORGE ... just the best in home appliances

Refrigerators • Freezers • Gas and Electric Ranges • Automatic and Conventional Washers • Gas and Electric Dryers • Gas and Electric Water Heaters

DIVISION OF BORG-WARNER
MERCHANDISE MART • CHICAGO 54
In Canada: Addison Industries, Toronto



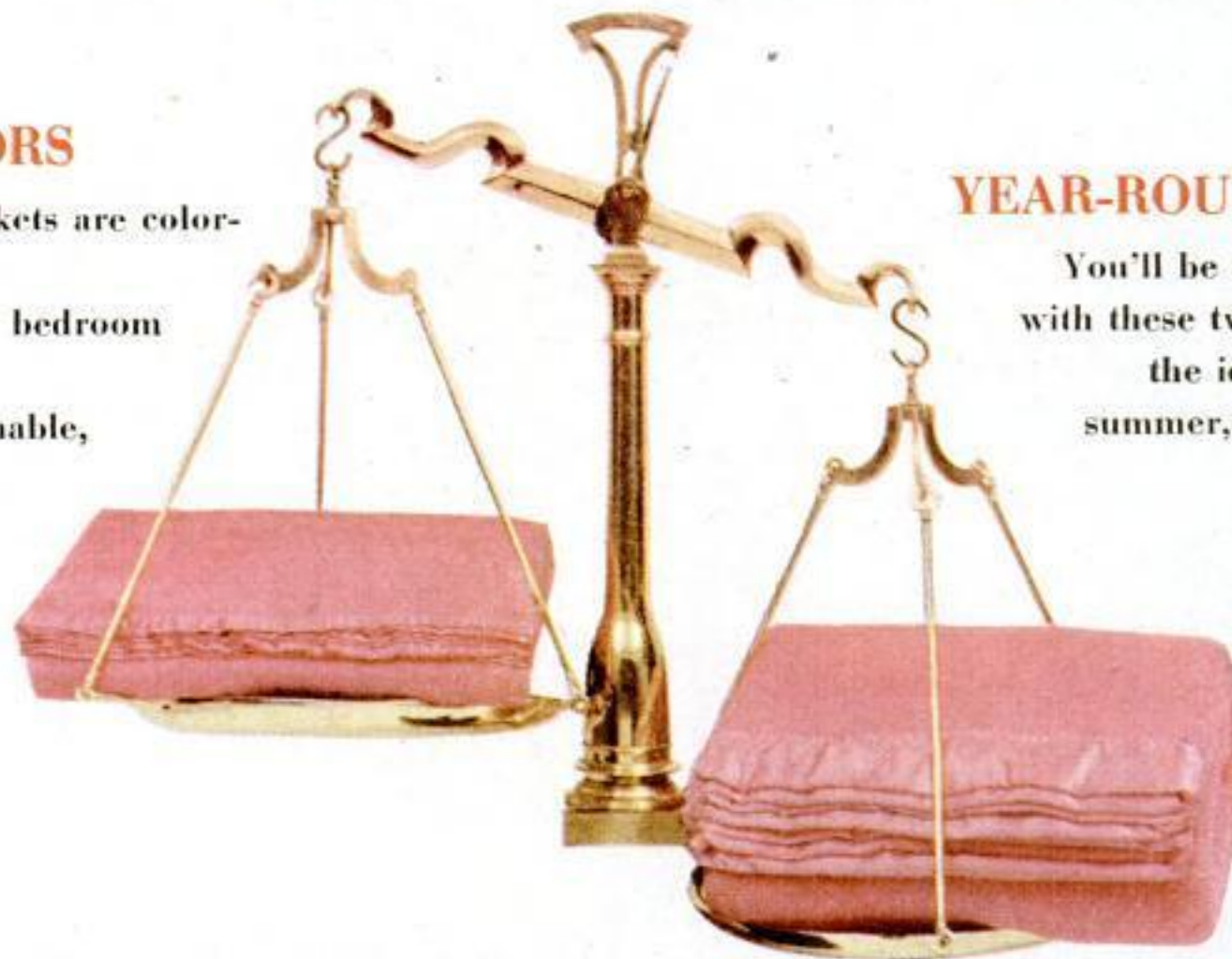
Chatham Blankets America

**NEWS! "Purrey"*, America's most popular blanket,
now comes in summer and winter weights**

MATCHING COLORS

These "Purrey" blankets are color-matched in your choice of ten decorator shades, for new bedroom beauty. They're made of a patented weave†...washable, guaranteed mothproof.

Summer-weight
"Purrey",
gift-boxed: Extra
long size, 72" x 90" **\$6⁹⁵**
Slightly higher in the West



YEAR-ROUND COMFORT

You'll be prepared for all seasons with these two "Purrey" blankets—the ideal bed coverings for spring, summer, fall and winter.

Winter-weight
"Purrey",
gift-boxed:
Extra long
size, 72" x 90" **\$10⁹⁵**
Extra wide size,
80" x 90", \$12.95.
Slightly higher in the West

YOU'LL PURR LIKE A KITTEN UNDER CHATHAM "PURREY" BLANKETS
Chatham Manufacturing Company—Mills at Elkin, Charlotte, Spray in North Carolina



*T.M. Reg. No. 372,008
†U.S. Pat. No. 2,208,535

Next time you buy a baby gift, ask for Chatham Baby "Purrey" at infants' departments in fine stores.

LIFE ON YACHT vs. TWO YEARS IN BROOKLYN



ABOARD FAROUK'S YACHT, *Mahroussa*, Abdullah dines regally with Vicki (Kay Kendall), American model whom he has kidnaped from her hotel. Abdullah

complains all during the meal of the difficulties of being a king, but at its conclusion Vicki announces, "You know something? I am no longer afraid of you."



SLEEPLESS ABDULLAH wanders into model Vicki's stateroom late at night, tells her not to be afraid. "I'm not afraid," she retorts. "Just slightly furious."



LUCKLESS ABDULLAH is evaded by his spry quarry as she jumps out of bed. She tells him she has just had two rough years in Brooklyn and Abdullah gives up.

Farouk's Palace CONTINUED

LOCAL GIRLS MAKE GOOD

If Egypt's deposed monarch Farouk were to return to his old palace at Alexandria from his present haunts in Italy, he might not recognize everything he saw. For example, Gregory Ratoff, who is vastly enjoying his temporary kingship as Abdullah, has had a real kingly throne made to replace the large, plain chair that Farouk used, and he has dismissed palace servants provided by the government. But the ex-king would probably feel quite at home among the small army of dancers and hopeful Egyptian starlets whom Ratoff has assembled for the amusement of Abdullah and his guests.



DANCERS have their navels covered by wardrobe mistress, who complies with Egyptian censorship by applying sequined tab before scene is shot.

PALACE GUESTS of Abdullah (below) sit in ex-King Farouk's mosaic-lined Ras el Tin ballroom and watch three properly clad dancing girls perform.





Delicious any ol' time!

The candy with the hole



... Still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORP. IN THE UNITED STATES AND BY ITS AFFILIATES IN OTHER COUNTRIES.



It's Hawaiian Party time...with DOLE



Hawaii greets you with a feast of flavor from DOLE'S own sunny pineapple fields.

At your grocer's now—DOLE Pineapple Juice, Slices, Chunks, Tidbits, Crushed, Spears and Fruit Cocktail. And wonderful Frozen-Fresh Chunks and Concentrated Juice.

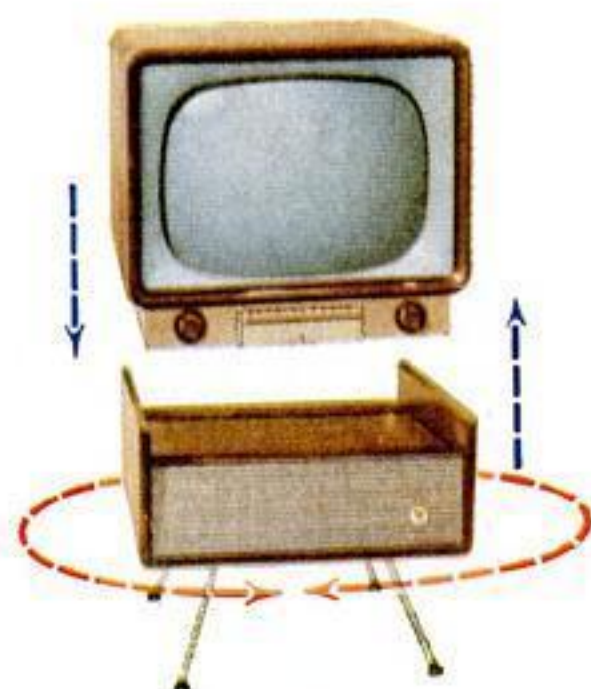
Be sure it's Hawaiian...Be sure it's DOLE

Send 25¢ for colorful Hawaiian Party Book to DOLE, Box E,
215 Market Street, San Francisco 6, California.



A fresh new look
in TV design ...

WESTINGHOUSE CAPRI



Swivel base—optional at extra cost—adjusts for easy viewing from anywhere in room. Speaker may be easily moved from set to base for even richer sound fidelity.

Westinghouse Electric Corp., TV-Radio Division, Metuchen, N. J.

Here's TV keyed to today's living and newest fashions in home furnishings! It's the new 1954 Capri, created for Westinghouse by Harley Earl, famous luxury car designer. The Capri series combines good looks with down-to-earth usefulness and unmatched performance.

Styled to fit any decorating scheme, Capri is equally smart without the base as a stunning, economical table model, or with the base as a perfectly matched ensemble. The new height and off-white picture mask assure greatest eye

comfort. Cabinet is stain-resistant, easy to keep clean. Contemporary colors are decorator favorites, gray linen stripe with contrasting walnut-finish base, mahogany finish with matching base, or bisque on walnut-finish, model 827T21, (above). Built-in UHF/VHF antenna. UHF optional, at extra cost.

See your Westinghouse dealer *today*. See the complete selection of new 1954 Westinghouse television sets—famous for No Streaks, No Flutter, No Flopover—*now* at new low prices.

YOU CAN BE SURE...IF IT'S

Westinghouse

TUNE IN EVERY WEEK...TV'S TOP DRAMATIC SHOW...WESTINGHOUSE STUDIO ONE



DOING DOUBLE DUTY, BRIAN VAN DALE HALF-LISTENS TO A LECTURE ON ALGEBRA WHILE ALSO CONCENTRATING ON BIOLOGY

A LITTLE, LONELY GENIUS

An 8-year-old boy with an I.Q. rating of 185 takes 10th grade studies in his stride

Brian Van Dale's first day in a Lincoln, R.I. school as a boy of 6 was near-disastrous. He was more restless than the other first-graders, then plain bored, and at last he simply picked up, ran from the room. "I don't like what they teach here," he told his mother firmly. It was Brian's last day in a public school.

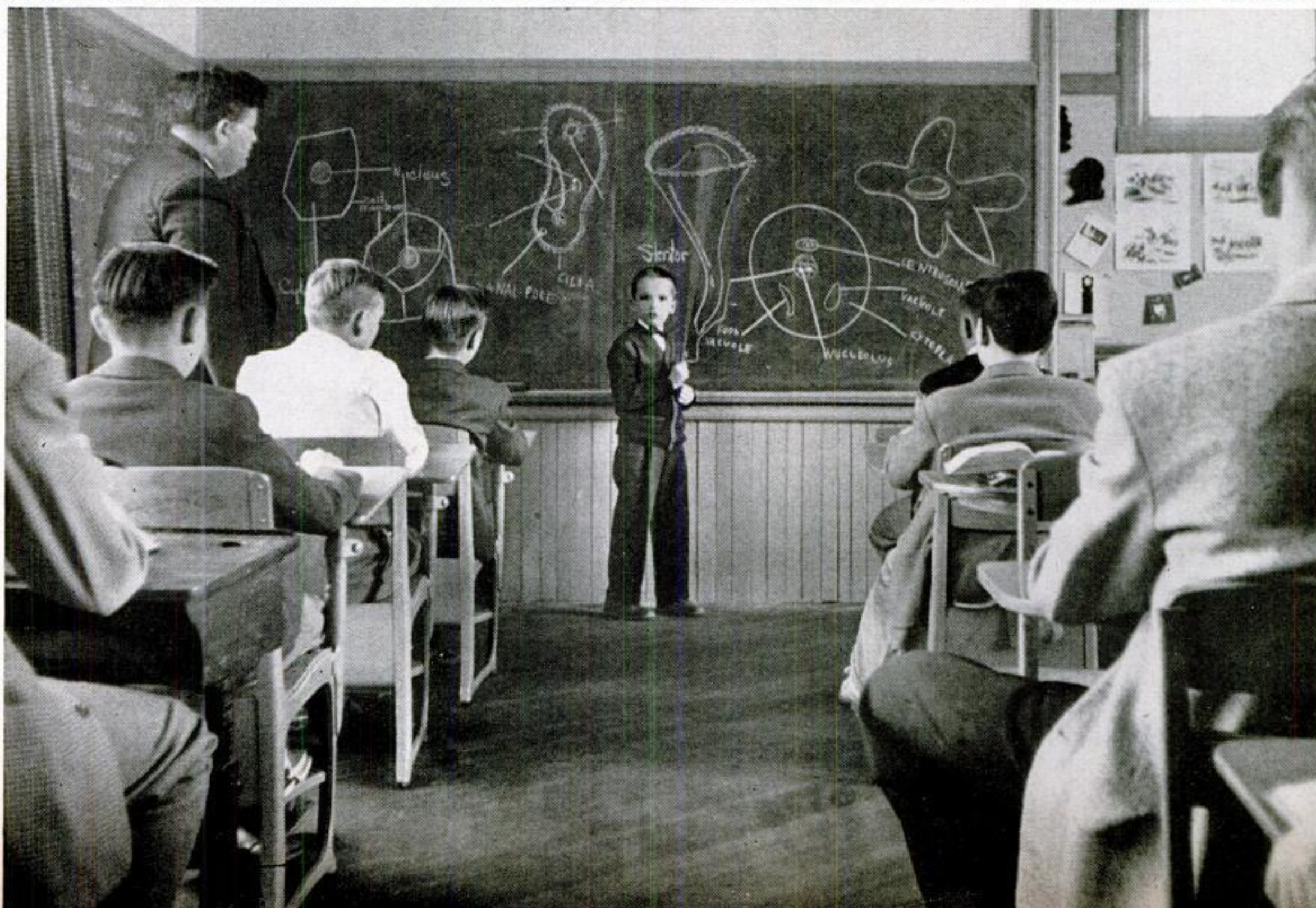
This was a predictable happening. Brian was 3 before he tried to talk, but when at last he found his voice he took to reading newspapers aloud. When he was 4 his parents came home one night to find the baby sitter completely unnerved. Brian not only had read her high school biology textbook when he was supposed to be sleeping, but he had become exasperated with her when she was unable to handle questions whose answers he had just learned.

Now with Brian's having rejected first grade, his parents

went up to Boston to consult a psychiatrist. Tests showed that the boy had an intelligence quotient of 185. (Genius is 140; Albert Einstein's I.Q. is estimated at 192.) The psychiatrist recommended special schooling, and today at 8 Brian is in the 10th grade of the small Hamilton Country Day School at Chartley, Mass.

His teacher expects Brian, who can think of two subjects at once and get both (*above*) and handle a class (*below*), to be ready for college by the time he is 10. But his parents—his father is a real estate man—are determined to hold him back, at least until he is 12. He will then be more mature because now, for all his brightness, Brian's mind has far outpaced his social development and he is still an 8-year-old boy who, along with being fantastically smarter than most, is inevitably much lonelier than most.

CONDUCTING BIOLOGY CLASS FOR TEACHER STEPHEN HAMILTON, BRIAN IDENTIFIES THE PARTS OF SINGLE-CELLED ORGANISM





EATING ALONE, Brian stays at desk to open his lunch as the older boys discuss adolescent affairs.



PENSIVE PASSENGER, Brian huddles into a corner of bus during field trip to a nearby farm.



STUDYING ALONE, while other boys play near horses, Brian reads textbook on barn's littered step.



IN BURST OF ENERGY, Brian cuts sharp corner going around a stone walk at the farm. In his

hand Brian clutches a stone, one of many he picked up on the school outing to add to his collection.

[CONTINUED ON PAGE 102](#)

**not me...
yes you!**



Strap Tease—Always fishing for your straps? Floating Action's tangent supports over cup sections keep shoulder straps comfortably in place.



Upsa-Daisy—Drooping uplift got you down? Floating Action's tangent straps actually support bosom from below, keep the uplift *up*.



The Wash Out—Is your bra a shrinking violet? Circl-O-Form is wash-test proven to stay true to its size...to hold its shape, and yours.

For fit without fidgets switch to Circl-O-Form with FLOATING ACTION

T. M. REG.

Ask for Circl-O-Form, the 4-section cup bra with exclusive Floating Action. See it in luxurious fabrics for daytime and evening wear, in bandeau and longline styles. **\$2⁵⁰** as shown

Circl-O-Form without Floating Action *2

Exquisite Form
BRASSIERES © 1954



FOR NEAREST STORE, WRITE DEPT. L-3, 159 MADISON AVENUE, NEW YORK 16, N. Y. • CHICAGO 54 • LOS ANGELES 14 • TORONTO



AFTER SCHOOL Brian plays near backyard barbecue at home in the company of his Teddy bear, to

whom he often reads from textbooks and to whom he shows (above) such prizes as bricks and a bone.

LITTLE GENIUS CONTINUED



CHANGING CLOTHES while holding book, Brian permits his mother to slip his dungarees on for him.



AN INTERLUDE WITH BROTHER, who is 10, in fifth grade and reads comic books, gives Brian time to concentrate on a problem with construction blocks.

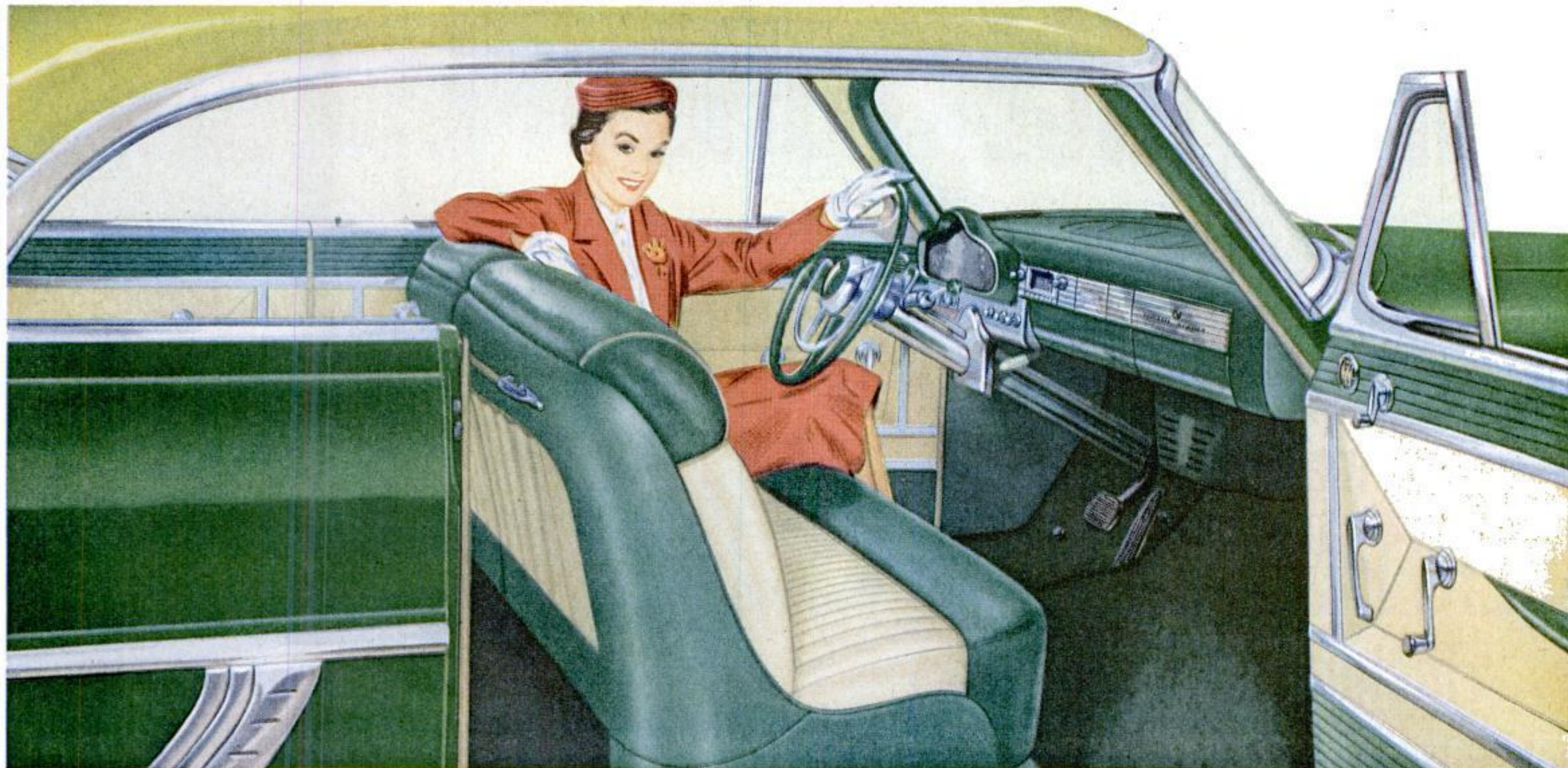
BEFORE BEDTIME, Brian stretches out on living room sofa, resting head in mother's lap as he reads half aloud. The book: Smallwood's *Elements of Biology*.

GREEK AND A TEDDY BEAR

Although biology is his favorite subject and he has an almost overwhelming interest in the study of living things, Brian is fascinated by inanimate objects. According to the psychiatrist who determined his brilliance, this means Brian is entirely at ease with his stuffed bear and building blocks and bricks because, unlike people, they do not interrupt his thinking.

With his capacity for concentration Brian has worn out two dictionaries at home and has learned the Greek and Hebrew alphabets. Having completed his high school physics course, he already is working on first-year college biology. To meet his needs the school permits him to finish off one subject at a time. Brian still writes in a childish scrawl, mostly because for a long time he used a kind of shorthand which he taught himself. Now, however, his teacher has put a stop to shorthand, feeling that Brian, as a 10th-grader, has to know how to write longhand, too.





Glamour that packs a wallop!

Come see the mighty Hornet—and its two great companion cars—at prices starting near the lowest

Here, in the Hornet and in its spectacular running mates, is sheer luxury. Here, too, is a new kind of power from new Instant Action Engines with Super Induction! When you step on it in *any* Hudson, something happens . . . instantly!



Hudson Hornet Hollywood Hardtop

Hudson brings you these great advances, not one of which you'll find in any other car at any price:

New Instant Action Engines . . . "Step-down" design with its low center of gravity for a safer, "cling-to-the-road" ride . . . Twin H-Power that develops more action from every drop of gas . . . Flight-Line Styling for true streamlining . . . Triple-Safe Brakes . . . Monobilt body-and-frame†, most rugged construction known.*

Power steering*, power brakes* and fully automatic drives* are also available on most models. You get more for your money in Hudson. Stop by and see your dealer soon.

*Optional at extra cost. †Trademark. Patented.

1954 HUDSON HORNET

HUDSON **WASP**

Spectacular running mate of the Hudson Hornet, gives you Hornet-like glamour and power in the low-medium price field: at a new lower price for 1954.

HUDSON **JET**

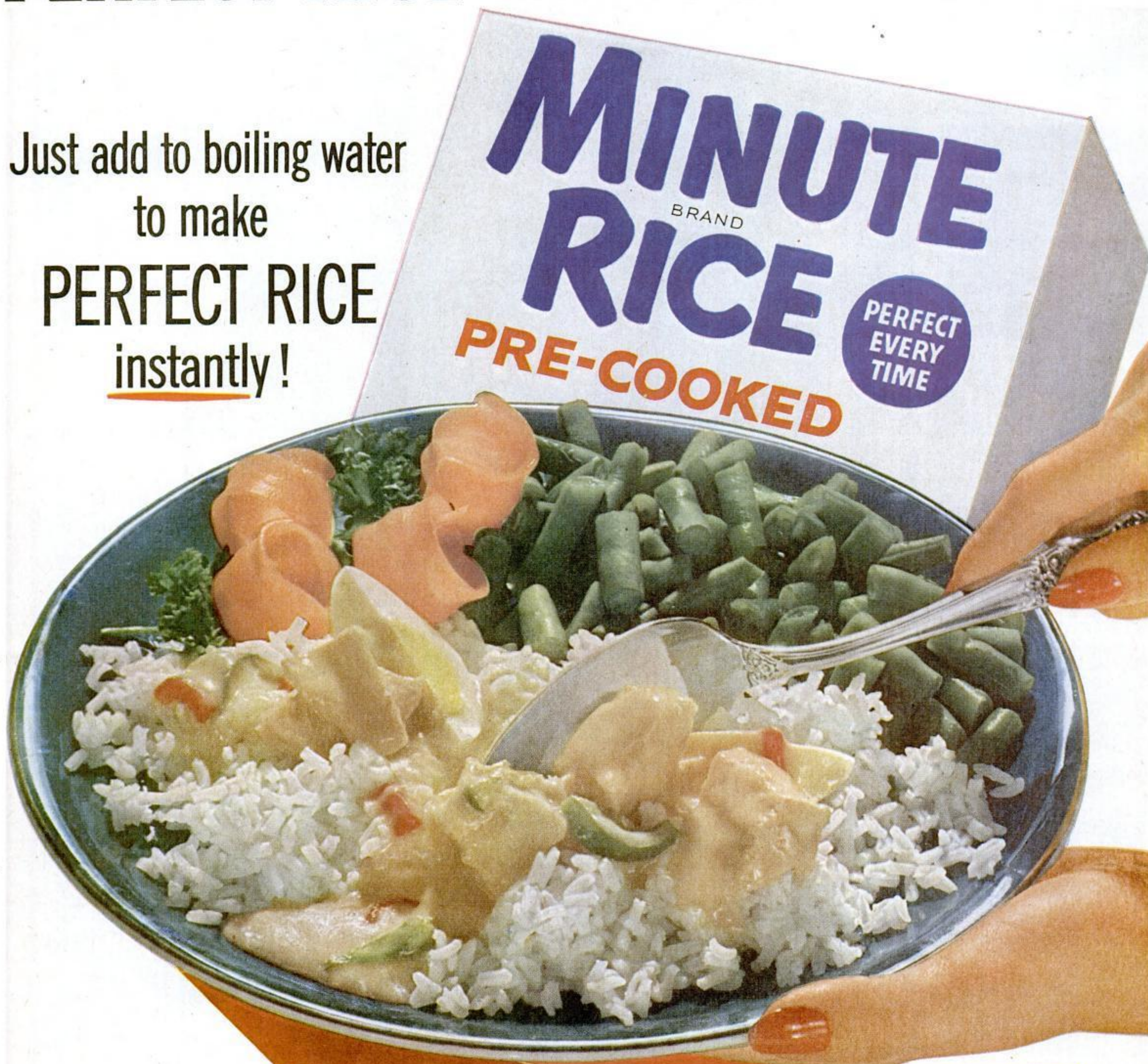
Compact, economical edition of the Hornet, with outstanding gas economy and handling ease. Has the amazing roadability of the Hornet. Prices start near the lowest.

THREE OF A KIND . . . in Glamour, Performance and Quality

Standard trim and other specifications and accessories subject to change without notice.

PERFECT RICE WITHOUT COOKING

Just add to boiling water
to make
PERFECT RICE
instantly!



No washing! No rinsing!
No draining! No steaming!

Now you can fix perfect rice—instantly! Just add amazing pre-cooked Minute Rice to boiling water, remove from heat. In a few minutes, look! The snowiest, fluffiest rice you ever saw! Never a fear of failure—every Minute Rice grain swells up plump and separate, tender and delicious *every time!* Needs no watching. Leaves no sticky pans. And so thrifty, too! Ask for the big *economy package*.

Product of General Foods

Only Rice Of Its Kind! Marvelous For Lenten Meals!

MINUTE RICE and TUNA TREAT

Perk up Lenten fare . . . serve fish with snowy, fluffy Minute Rice! As a vegetable . . . in glamour-casseroles . . . or for thrifty "swifties" like this:

Add $1\frac{1}{2}$ cups Minute Rice and $\frac{1}{2}$ teaspoon salt to $1\frac{1}{2}$ cups boiling water. Cover; remove from heat; let stand 13 minutes. Meanwhile, sauté 2 tablespoons diced onion, $2\frac{1}{2}$ tablespoons each diced green pepper and pimento in 2 tablespoons butter—until tender but not brown. Mix in 1 can condensed cream of celery soup* and $\frac{1}{2}$ cup water. Carefully stir in 1 can tuna fish, drained and flaked; heat thoroughly. Stir in 1 tablespoon lemon juice; add 2 hard-cooked eggs, cut in sixths. Serve over rice to 4.

*For non-Lenten meals, try other condensed cream soups—like mushroom or chicken.



SIGNS OF TIMES offer car shoppers a chance to buy or sell. One even touts an invitation (*left*) to get into the business.

LIVERNOIS AVENUE FIGHTS BACK

NATION'S USED-CAR CAPITAL IS A SALESMEN'S CIRCUS AS THEY COMPETE IN A GLUTTED MARKET

by **ROBERT MARTIN**

THE truest harbinger of spring in the U.S. is neither the first robin nor the first crocus; it is a hopeful bounce in the step of the used-car salesman. His spirits always rise in direct curve to the amount of sunshine, so it takes just a few warm days in March to get the winter of his discontent out of the system.

On Detroit's Livernois Avenue, the used-car capital of the world, the Merchants of Obsolescence are walking more hopefully these days than in many a month. There was room for improvement. The winter they have just endured was, if not quite comparable to Valley Forge, at least a time that tried salesmen's souls. Moreover, it saw at least 15 summer soldiers among Livernois Avenue's 200-odd dealers fall by the wayside. What knocked them out was one of the worst used-car gluts that Livernois Avenue or the U.S. has ever seen.

The glut is still there but the survivors of Livernois Avenue are whipping it in the only way they know—by outdoing one another in shrewd, ingenious tricks of salesmanship, which make the avenue a daily salesmen's circus.

The avenue itself is as merry and gaudy as a carnival: seven miles of glittering used cars, flapping pennants, naked electric bulbs, garish signs, hokum, corn—and, in good times, profit. The men who run the carnival can outbark any circus spieler. They are hard-bitten businessmen in a uniquely American business. They have sharpened the art of bargaining to a razor's edge.

At Pappy's Motor Sales, whose \$5 million a year gross makes it Livernois' biggest retailer, they mention the caged bear which a hunter brought down from the Michigan north woods. Pappy's allowed him \$150 for a trade-in, displayed the bear on his lot for several months, then sold it to a zoo. Pappy's still holds title to 12 graveyard plots taken in exchange for cars.

Any dealer will readily accept diamonds as a trade-in; some have taken cameras, guitars, accordions and television sets. One dealer accepted a moose head and a grandfather's clock. Another once allowed \$20 on a hunting dog. Horses have been taken as down payment

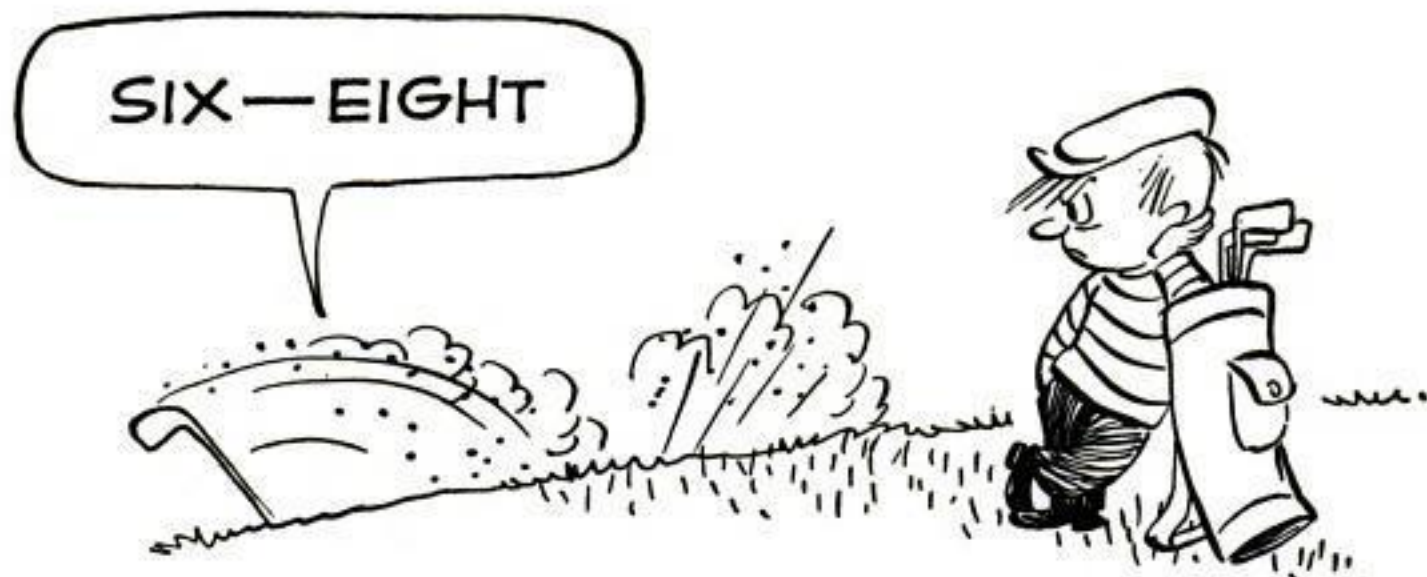
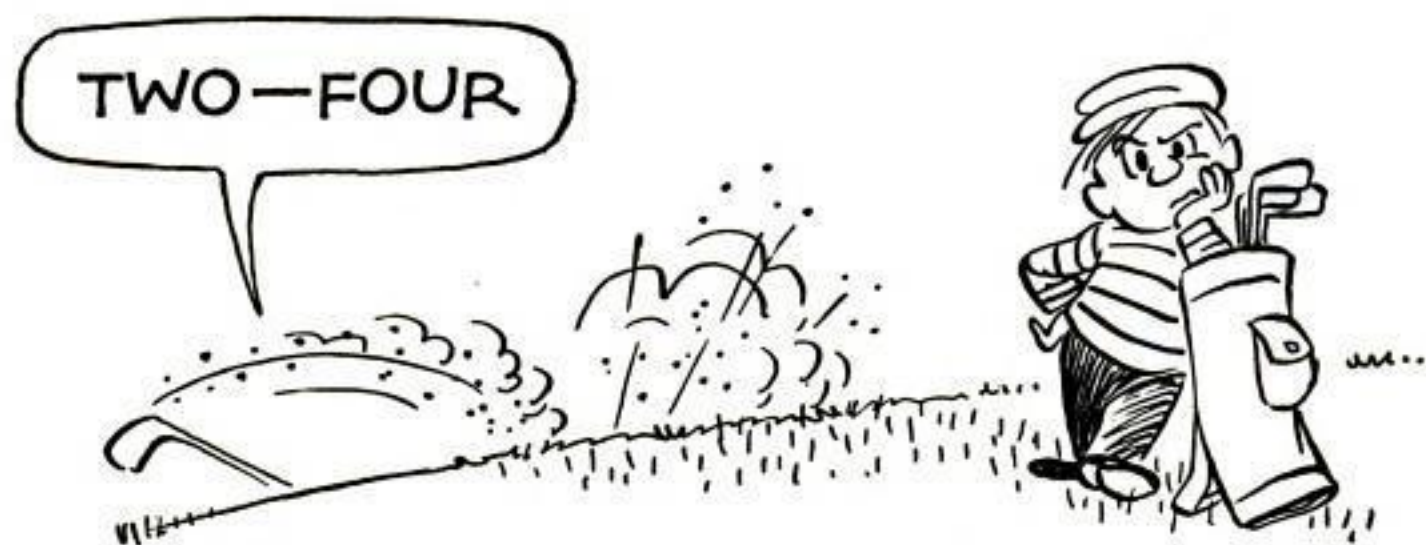
for many times as much horsepower. Bert Baker, the grand old man of Livernois, accepted a load of pecans a buyer brought from Texas. One Livernois dealer even took in two badly smashed cars; instead of repairing them he arranged them on his lot to simulate a terrific accident. That, too, stopped the crowds. But the line has to be drawn somewhere. Charlie Howe, a small dealer, thought long and hard over the buyer whose love for a 1928 Model A knew no bounds but whose only worldly possession was a ventriloquist's dummy. Charlie finally turned it down because he doubted that he could throw his voice well enough to draw a crowd.

One dealer did not know where to draw the line. A year ago Dealer Clyde Headrick answered his telephone. "What will you allow me," the caller asked, "on a flying saucer?" Without batting an eye, Headrick demanded, "What model saucer?" When the caller explained that he had built the saucer himself, Headrick told him, "Bring it around for appraisal."

The next day Headrick heard a screeching of tires and a growing commotion outside his office window. He ran out to find a traffic jam surrounding a wooden ball, seven feet in diameter, with windows in it. Around its equator was a wide wooden platform like the rings of Saturn. The thing rested on a small four-wheel truck drawn by one man and pushed by another.

Headrick's reaction was instantaneous and accurate. Since the saucer had passed the Livernois test by stopping traffic on street and sidewalk, he made a fast proposition. He would allow \$400 toward a 1951 car in exchange for the saucer and the services of the owner, the services to consist of donning a space suit and standing beside the saucer in front of Northwest Motor Sales.

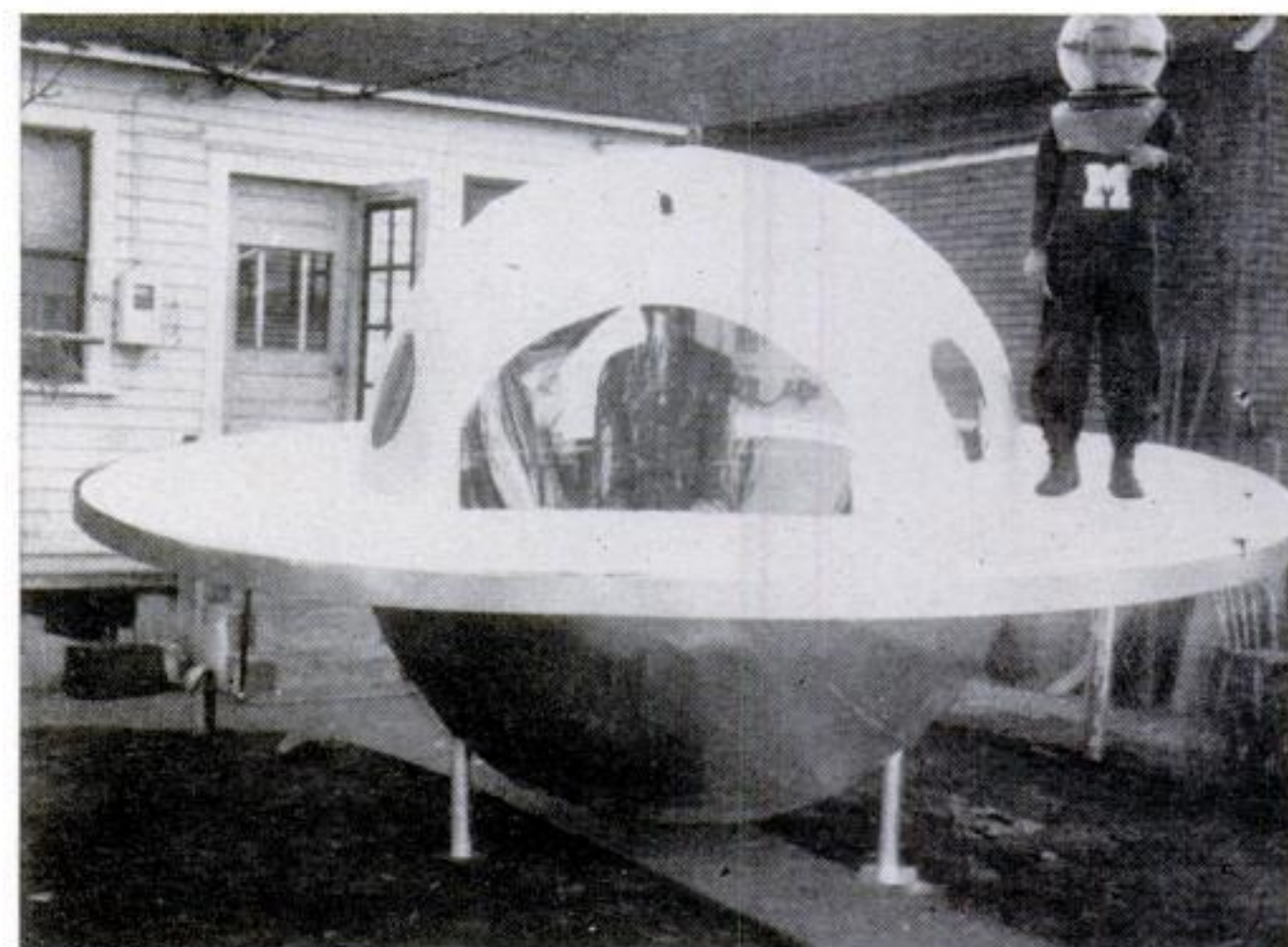
To the spaceman, it was a deal. Headrick got him a goldfish bowl to slip over his ears, a pair of deep-sea diver's lead shoes and a University of Michigan sweater with a large "M" on it to encourage the notion that its wearer was from Mars. During their appearance the Martian and his saucer drew thousands of spectators to the lot.



NO OTHER TEA COUNTS!



No other tea gives you such zesty-rich flavor! It's the new leaf, the young leaf, the flavor leaf that does it. No other tea has the exclusive "Tidy-Pak"—each tea bag in its own individual envelope! Be sure it's Tender Leaf Brand Tea—get the Bright Red Box with the Smiling Cups!



"FLYING SAUCER," offered by its builder as a joke, was calmly taken as trade-in by a Livernois dealer who then used it as a crowd-pulling display.

LIVERNOIS AVENUE CONTINUED

Display advertising of equal effectiveness would have cost Headrick 10 times what he invested.

Unfortunately, Headrick could not maintain his business with such brilliant reactions; he is no longer on Livernois.

The battle of the survivors rages on. On any day along Livernois Avenue, used cars with a total of close to a million horsepower await buyers beneath thousands of streaming pennants by day. At night they are lighted by 35,000 bulbs that throw a 7-million-watt glare for which the dealers spend upward of \$500,000 a year. A blinding welter of signs screams for attention with a rich mixture of extroversion, quasi-deceit and irrelevance. On one huge

sign Floyd Rick proclaims himself WORLD'S TOP TRADER. Another announces L. A. JOE IS HERE, stimulating the happy dream that the lot is buying for the West Coast market and therefore will offer more money. Several lots have had "out-of-town buyer" signs up so long that the buyer, if he exists, has had time to take out second citizenship papers on Livernois Avenue. (One customer who asked to be taken to such a buyer was told, "The sign means that the buyer's out of town.")



BEAR CUB was taken by Dealer Louis Grand as down payment.

Luckily for them, customers do not know what the men of Livernois say about them behind their backs. In their own private patois, the car sellers have classified most types of car buyers into "tire-kickers," "door-slamers" and "motor-racers"—according to the action they take to learn something about the car. Others are "gophers" who hop from lot to lot and never buy

anything. "Spooks" hide around the corners of lots, yearning to buy a car—and afraid they might. At the end of the trail lurks "the man with the rope" who tows back repossessed cars.

This Livernois lingo (see box p. 110) is a rich tongue, many of whose words—e.g., clunker, jalopy, crate and heap—have already passed into the language. But many of the special terms have gained little currency outside the used-car lots, principally because the salesmen do not use them when customers are around. These include Livernois' peculiar classification of deals.

There is, for example, the "stage deal," which no Livernois dealer will admit using. In theory it comes into play after a salesman has sold a car on, say, \$50 monthly payments although he knows it will require at least \$65 to get financing. In Livernois lingo the customer is now "showing the car to Aunt Mamie." That is, he has it home, he is giving his wife and children rides in it, he is allowing the neighbors to congratulate him on buying it and he is generally letting himself be maneuvered into a position where he cannot part with the car lest he also part with his pride.

CONTINUED ON PAGE 108

*Have you heard
about Debbie's
operation?*

**MONY's helping
to pay the bills!**

Debbie's going home tomorrow . . . and is her Daddy glad he had a MONY Family Hospital Expense Policy!

This new MONY policy provides a wide range of benefits for: hospital room and board . . . miscellaneous hospital expenses . . . surgical fees . . . doctor visits in the hospital . . . maternity hospital care . . . polio expenses (for as long as 3 years and up to \$5,000) . . . nursing service at home . . . and even non-confinement hospital care within 48 hours of an injury.

MONY covers you and your family for accidents from the first day the policy is in force, for sickness after the policy has been in force only 15 days, and for maternity after 10 months. The policy excludes injuries or sickness covered by Workmen's Compensation or involving confinement in a national or state government hospital. Beyond that, exclusions and limitations have been kept to a minimum, and are clearly stated in the policy!

MONY policies are not easy to get . . . for Mutual Of New York makes them available *only* to *qualified* people. By such careful selection of policyholders, MONY is able to offer outstanding service and to assure prompt, fair payment of benefits.

Our specially trained representatives throughout the United States and in Canada stand ready to help you. Mail the coupon below for further information.

MUTUAL OF NEW YORK
THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
"FIRST IN AMERICA"



MONY today means money tomorrow!

Mutual Of New York, Dept. L-34
Broadway at 55th Street, New York 19, N.Y.

I would like free information about a MONY policy
to cover my needs as follows: (please check.)

- | | |
|---|---|
| <input type="checkbox"/> Hospital, Medical Benefits | <input type="checkbox"/> Education for my Children |
| <input type="checkbox"/> Tax-Free Disability Income | <input type="checkbox"/> Pay Off my Mortgage |
| <input type="checkbox"/> Income for my Family | <input type="checkbox"/> Insurance on my Wife or Children |
| <input type="checkbox"/> Income for my Retirement | |

Name _____

Address _____

City _____ County _____ State _____

Occupation _____ Date of Birth _____





SALES PITCH begins as salesman appraises approaching shopper, Saul Forman, who wants to trade his Hudson on a new Ford. After looking the car over, second salesman deflates Forman's notions of value. "The interior is pretty messy," he says, "and those are pretty bad scratches on the trunk." He suggests that Forman's old car probably leaks oil, offers him \$200 less than he is asking.

When Forman questions his fairness, salesman brings a colleague (picture, third from left) who points out other defects, solemnly assures Forman nobody else will give him as good a deal. Forman's claims of higher offers elsewhere are politely but firmly questioned. "I won't give it away," says unhappy Forman, departing without a deal but nevertheless promising "to think it over."

LIVERNOIS AVENUE CONTINUED

Then the used-car dealer calls him and reports that the bank rejected the deal at \$50 and wants \$60. The buyer is so involved with his car that he agrees to pay a mere \$10 a month more. A few days later the dealer calls again, asks in an offhand way what the buyer intends to do about insurance. The buyer may have been under the impression that he had bought insurance with the car, but the dealer disillusioned him quickly and announces that the cost is only \$5 a month more. Having gone thus far, the buyer usually agrees and signs the final papers, committing himself to \$65 a month.

Then there is the "tire-pump deal," which requires the use of "helium." A customer has set his sights on a \$1,500 car. Having only a \$400 trade-in, he is short of the one-third down payment. So the salesman, with the customer's permission, blows \$200 of helium into the price of the car, making it \$1,700 and the same amount onto the allowance (now \$600). Presto, he has more than one third and the deal is clinched.

A hypothetical salesman employing both Livernois tricks and terms might describe a deal thus: "This guy limps onto the lot with a dog that looks as if it's been around the world a couple of times—the kind of merchandise that has four maypops and usually dies at the next light. He centers on a rag-top with a stick that sells for \$1,900, then he asks five bills (\$500) for his piece, which is worth two-and-a-half at the most. We're willing to tire-pump it two more bills if he can find the rest and in the meantime he shows it to Aunt Mamie.

"Two days later he's back and he's really warm for the car—he likes the taste of champagne. He's found a hundred and a half under the mattress, which brings him to six hundred and leaves a gap of one. The bank won't take any more helium, so we tell him to put up the sticks [use his furniture for a loan at the finance company]. His wife comes down and when she hears her furniture is tied up she backs away four blocks. So we drive their old clunker around for them to look at and park it next to the convertible. By that time they're always ready to surrender and the deal is closed."

Such a salesman may be compassionate to the point of tears when a customer cannot raise the down payment. The salesman is the great-souled friend and financial adviser of all buyers. But the man who comes to him offering a car for sale finds a stonyhearted monster—a price-chopper in whom the quality of mercy is always strained. When someone drives up with a two-door car, he murmurs about needing four-door cars. Faced with a four-door, he needs a two-door. When an adamant seller refuses to lower his asking price, he is blandly reminded that more than 25% of the cost of the car was hidden in taxes and that the lot has no intention of picking up his tax bill. The seller is threatened with a dropping market. The dealer listens to the motor and shakes his head sadly. He looks long at a minor dent and mumbles about the car's obviously having been in an accident.

It is in his role of buyer that the successful Livernois Avenue salesman often reveals a gift for pure theater. He commands a range of emotions from towering rage to furtive conspiracy to bottomless grief. The curtain rises on the drama when the dealer and seller are unable to reach an agreement. The seller wants \$800 for his car. The dealer wants the car but knows he can allow only \$700 for

it. The bickering has been going on too long. It is time for action. "Well," says the dealer to the seller, "I'll go in and get the boss. Maybe he can offer you more." He goes into the office, selects a "boss" (another salesman), whispers the background of the deal to him in a hurry and brings him out.

"I offered this guy \$700 for his car."

The "boss" looks thunderstruck. "You what?"

"I figured it was the best we could do."

"Are you stupid? Cars like that are going for \$600 up and down Livernois."

The salesman grows wide-eyed. "But I already promised this guy \$700."

"All right," says the "boss" in disgust. "All right. Give it to him. But let me tell you something. I'm making you responsible for selling the car and you better be sure you get more than \$700 for it or you're through." He turns, stamps into the office, and slams the door behind him. The audience of one for whom this little drama has been staged is usually deeply impressed and sells for the \$700.

On occasion it is necessary for the "boss" to "fire" the salesman for offering too high a price. This is sometimes carried to the extent of much pleading on the salesman's part because of wife and children and a promise never to offer such high prices again. But the salesman is "fired," whereupon he hides inside the office until the "boss" closes the deal and the customer has departed.

There is also a time for conspiracy. The seller wants \$800. The salesman knows the car is worth only \$700 to the lot. There is an impasse which apparently cannot be broken. Again the "boss" is summoned. After looking at the car with great care he offers \$650. The salesman pretends to be as shocked by this as the seller is. When the "boss" has gone back to the office, the salesman looks furtively about, lowers his voice to a whisper, and says to the seller, "That guy's getting old. He doesn't know cars anymore. I'll tell you what. If you're willing to sell the car for \$700 I'll write it up behind his back, but you have to promise not to tell anyone or I'll be fired."

He swapped his shears for horsepower

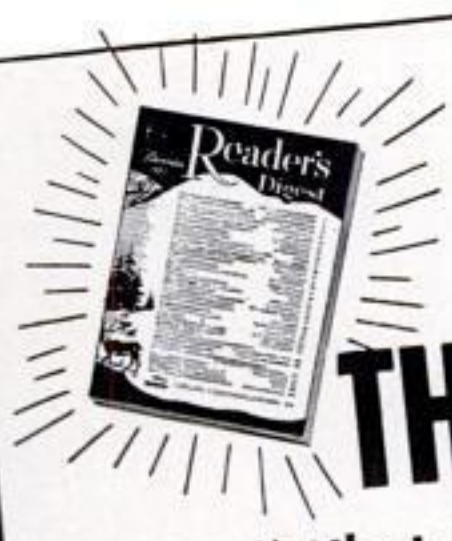
ALL the razzle-dazzle of today's Livernois Avenue is the outgrowth of a single man's perspicacity. One day Bert Baker, a Detroit barber, bought a used car and on the very next day got a chance to sell it for a profit. After he bought a second car and sold this too for a profit, it struck him that his future might lie in horsepower rather than hair. When Baker cast around for a likely place to open a lot, he noted that the northwest side of Detroit was scarcely developed, and that not far away, in Dearborn, the Ford Motor Company was expanding, as were other automotive companies and their suppliers. The year was 1929. Livernois Avenue had come a long way since 1798, when Joseph Livernois Sr. and Joseph Livernois Jr. had taken title to a large plot of land and begun to till two farms. But when Bert Baker arrived, the street that had been laid out between the farms was still far out of town and gaping with large, empty sections.

It was land that, in Baker's own words, was ridiculously cheap. He bought heavily. He set up his first lot at the corner of Livernois and Fenkell and soon started another at Livernois and Grand River.

CONTINUED ON PAGE 110

Reader's Digest Reports: ONLY NEW COLGATE DENTAL CREAM with Miracle Anti-Enzyme Ingredient GARDOL* HAS THE CLINICAL PROOF!

(Proof that Brings New Hope to Millions for LIFETIME PROTECTION AGAINST TOOTH DECAY)



5 QUICK FACTS FROM THE READER'S DIGEST ARTICLE

"What About Anti-Enzyme Toothpastes?" December, 1953

1. **Reader's Digest** says—The most effective anti-enzyme toothpaste ingredient tested was developed in the Colgate-Palmolive Company laboratories.
(It's Colgate's miracle ingredient Gardol (Sodium N-Lauroyl Sarcosinate)—found in no other leading toothpaste!)
2. **Reader's Digest** says—One of the foremost dental authorities in the world proved that this ingredient binds itself effectively to the teeth—holds acid formation below the decay level in 95 per cent of cases tested.
(Unlike ordinary toothpaste ingredients, effective only for minutes, this protection won't rinse off—won't wear off—all day or all night!)
3. **Reader's Digest** says—Even 12 hours after brushing, this new Colgate anti-enzyme discovery continues to guard against the enzymes that cause tooth decay.
(Thus, just daily morning and night brushings guard against decay-causing enzymes every minute of the day and night!)
4. **Reader's Digest** says—In clinical tests, supervised by leading dental authorities—for a full year—people who used ordinary toothpastes averaged almost two and a half times more new cavities than those who used New Colgate Dental Cream with Gardol (Sodium N-Lauroyl Sarcosinate). In fact, of the group using New Colgate's, 4 out of 5 developed no new cavities at all!
(A group of distinguished dentists examined this evidence and agreed—New Colgate Dental Cream with Gardol gives the surest protection against tooth decay ever offered by any toothpaste!)
5. **Reader's Digest** says—New Colgate Dental Cream is the only toothpaste with clinical proof of its effectiveness in actually reducing the formation of new cavities.



NOW! NEW COLGATE
DENTAL CREAM
CONTAINS GARDOL
(*SODIUM N-LAUROYL
SARCOSINATE)

For LIFETIME PROTECTION AGAINST TOOTH-DECAY ENZYMES

no dangerous *drafts*



with new

Gibson

year-round room air conditioner!

If you've wanted air conditioning but thought it (1) too drafty, (2) too seasonal or (3) too expensive, here's your answer. It's the brand new 1954 Gibson Air Conditioner and just look what it gives you:

Draft-Free Air Conditioning—Gibson gives you cleaned, refreshed, conditioned air, breathed upward into the room to settle gently in every section. No dangerous drafts, ever. And you can direct air volume where you want it.

Year-Round Air Conditioning—this new Gibson, on hot days, dehumidifies and cools the air...on cool days, warms and circulates the air...and any day, the special Gib-Sun-Air ozone lamp purifies and freshens air! In addition, Gibson features exclusive 1-inch thick filter for super cleaning of dirt, dust, and pollen—simple, easy-to-use dial controls—beautiful cabinets in mahogany or beige—rust proof exteriors!

And it can be yours...to pay for easily as you enjoy it. See your Gibson dealer now—his name's in the classified section of your phone book. Or write us for his name. Watch a demonstration. Find out what a small amount of cash will bring you year-round happier living...with a Gibson Air Conditioner!

LOW DOWN PAYMENT
puts it in your home!

MODEL SHOWN: Gibson Deluxe ¾ H.P. Air Conditioner. Cools, heats, purifies air. For area up to 580 sq. ft. or about 15 by 39 ft. floor area. Only \$379.95. Other models as low as \$229.95.

See Your Gibson Retailer

Gibson

REFRIGERATOR COMPANY • GREENVILLE, MICHIGAN
In Canada: Gibson Refrigerator Company, Ltd., Montreal, Quebec

also makers of refrigerators



food freezers



electric ranges



LIVRNOIS AVENUE CONTINUED

Later he sold the first one and concentrated on the second—Bert Baker's Big Lot, comprising five acres. It became the biggest used-car lot in Detroit.

Baker's plan of action was simplicity itself. Having acquired all the land he could afford, he set out to increase its value. He established 20 competing used-car dealers by renting them parcels of his own land. Then he started a huge advertising campaign to let Detroit and the world know that Livernois was the used-car capital. His slogan was "You got \$50? I've got a good used car." Everybody in Detroit knew it. His business began to grow, and as Detroit turned to Livernois for secondhand automobiles, his competitors also began to prosper. More dealers were attracted, and with them came more advertising and more customers. By 1934 there were 135 lots on Livernois Avenue. Since then the original value of Baker's holdings has increased by a million dollars.

Nevertheless the terrible winter just past was a bit too much even for Bert Baker, who is 69. He sold out his big lot to Russ Dawson, one of Detroit's biggest Ford dealers, who found direct ownership of the lot a convenience in disposing of the trade-ins he takes in his new-car sales. This sort of tie-in is growing. Dawson's brother, Hi, another big Ford dealer, has made an arrangement with Pappy's (who traded the bear). But Baker, the grand old man of Livernois, has not exactly disappeared. He has taken a smaller lot to run his real estate business and sell cars in a small way.

GLOSSARY OF LIVRNOIS LINGO

BUM—an ex-taxicab.

CREAM PUFF—a car of any age that has had little use; also called "show piece."

DOG—a late model that has been marred, dented, scratched and generally kicked around.

GOPHER—a visitor who hops from lot to lot, never buying.

HEAT and MUSIC—a heater and radio in the car.

HELIUM—used in tire-pump deals (see below).

MAN WITH THE ROPE—he comes to tow the car away when the payments aren't kept up.

MAYPOP—a tire that inspires no confidence.

MIXMASTER—an unusually noisy car.

ORIGINAL—car with original paint, tires, etc., still in good condition.

RAG-TOP—a convertible, also known as a "straw hat."

ROUGH—a car with evidence of collision.

SHARP—a car with many accessories such as grill guards, white sidewall tires, bumpers on the bumpers, etc.

SLICK—a well-cared-for car but not quite a "cream puff."

SPOOK—he hides around corners, wants to buy but fears that he might.

STICK—automatic transmission.

STRAW HAT—convertible, so called because tops wear out first.

TIRE-PUMP DEAL—raising trade-in allowance and asking price correspondingly so customer can meet required one-third down payment.

Oldtimers grinned. "If Bert wasn't selling cars," they say, "he'd be lonely."

Bert has been displaced as champion by Pappy's, full of new steam from its deal with Hi Dawson. The mainsprings at Pappy's are two tightly coiled artists, Louis Grand and Yale Simons.

Grand, something of an advertising genius, made the name Pappy as familiar to every Detroiter as his rhyme, "You'll be happy to deal with Pappy." He has provided all Livernois Avenue with lessons in how to attract customers. Shortly after the war he built the rabbit hutch that stands outside Pappy's office with the slogan: "Meat on the table and a car in the stable." He offered a pair of rabbits to all customers who would breed them for meat purposes and then return a pair. Today his rabbit business is slow, but he still keeps some in his hutch and a customer can have one for the asking.

Grand also instituted the custom of a free meal offered twice a day on Saturdays in spring, summer and early fall. Wielding the spatula himself at a barbecue grill next to the sidewalk, he has fed as many as 300 people in a single meal. It was Grand who bought the baby bear. During a Detroit streetcar strike he acquired two mules and a coach and drove all over the city with big signs offering free rides. (The signs also mentioned Pappy's.)

Grand, who speaks several languages, has sometimes used foreign passages in his advertising. He once placed an ad in a Detroit paper in Turkish, and suddenly found himself entertaining a crowd of Turkish officers temporarily stationed at nearby Selfridge Field.

CONTINUED ON PAGE 112

The best soup idea in years!

JUST ADD

Kraft's Cheez Whiz

TO YOUR FAVORITE **TOMATO SOUP**

In a jiffy you have a new kind of soup...creamy, perfectly delicious!

It's a wonderful new blend of tomato and cheese flavors in creamy harmony!

A quick soup that's rich enough to be the main part of lunch or supper when you serve it in big bowls. Yet this surprising new soup has such an appetizing, *fresh-tomato* flavor, little cups of it are a grand dinner starter.

Of course this Cheez Whiz and soup trick is just one of dozens of different cheese treats you'll fix fast with amazing Kraft's Cheez Whiz. *Spoon* creamy-thick Cheez Whiz right into hot macaroni and onto hamburgers and baked potatoes. *Heat* Cheez Whiz for glorious cheese sauce. *Spread* Cheez Whiz for snacks. You've never had anything like it before! Get it tomorrow for all kinds of jiffy-fast cheese treats!

Recipe

1—Heat one can of your favorite condensed tomato soup with an equal amount of water.

2—Into the hot soup, spoon one 8-oz. jar of Kraft's Cheez Whiz. Blend well. Serve piping hot.



The new hit
for dozens of
cheese treats
FAST!



**FOR THE SAKE OF YOUR HEALTH,
CHECK YOUR WEIGHT EVERY DAY**

THE DIAL LIGHTS UP!



KNOW WHAT YOU WEIGH... ACCURATELY... WITH

COUNSELOR

...THE SCALE THAT

tells the truth

Let mom watch her figure... dad check his waistline... small fry keep track of their weight... with a *truth-telling* Counselor scale! For Counselor is built with that *dependable accuracy* your whole family expects when they weigh! Exclusive *lighted dial*, magnifying lens, and Line-O-Site indicator make reading easy and error-proof... and that smooth, sleek styling in 7 fashion-trend colors (or all chrome) makes Counselor your very best buy in scales for beauty as well as accuracy. For yourself or as a gift for friends — make *your* choice a Counselor... available at better stores everywhere. Prices start at just \$6.95*



CORRECT IN EVERY WEIGH



*Denver & West, 50c higher
*Prices Higher in Canada

COUNSELOR
PERSONAL
Scales

REPLACEMENT OF A STAMP OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

THE BREARLEY COMPANY • ROCKFORD, ILL.

LIVERNOIS AVENUE CONTINUED

A man who loves the intellectual life, Grand is happiest when he encounters customers who can discuss French literature or mathematics, two of his favorite subjects. He once placed an ad in a Wayne University student paper offering free advice to mathematics students in distress. Grand's partner, Yale Simons, also is resourceful in sales gimmicks. Currently he is offering analyses of character through handwriting.

Simons himself offers more tangible evidences of character than handwriting. In a business once notorious for sharp practices, Simons, the business manager of Pappy's, has done much to improve its ethics. Even during the gouging and chiseling of the great car shortage at the end of World War II, Simons observed a "golden rule" policy under which any dissatisfied customer could get a full refund or another car during the first 48 hours he used the one he bought. He once spent \$600 on a new motor, other repairs and train fare for a customer who bought a car from him and had the motor go dead near Chicago, though this was an extreme case. He has spent hours on the telephone at night to get batteries installed in cars he sold months earlier. He has even been known to acknowledge responsibility for defects that have shown up in cars sold a year earlier.



PIONEER Bert Baker got rich by spotting Livernois' potential.

But on Livernois Avenue in general, buyers must still watch out for nuances. When Cadillac Dealer Jack Gilbert had a 1948 Cadillac painted an overpowering pastel and placed it on a dais in front of his lot, he did not advertise that it had belonged to Sugar Ray Robinson. It was not his fault if the resemblance to Sugar Ray's job was so marked that the word spread anyway. Gilbert, who plays the piano and particularly likes Beethoven sonatas, regards all such human foibles with a benevolent tolerance. A philosopher in his way, Gilbert thinks he may have found one of the secret rhythms of the great, lusty, pulsing avenue. "Livernois," says he, "has a psychiatric function. A lot of people who come to see us are dreamers. Something tells them their ship will be in tomorrow, so they ask about a fine car today. They even offer us \$5, \$10 a week to hold a car. After they see us they go away happy. A lot of people come to see us for just one reason—they're lonesome. What better place can they come to of an evening than a used-car lot? They know they have only to ask a question and someone will speak to them in a kindly way." Even, on a slow day, if they are gophers or spooks.



FREE LUNCH is offered by Livernois' biggest agency, Pappy's. Hamburgers and hot dogs are dished up in Saturday ritual to which small fry are welcome.



*If you like beer
you'll love Schlitz*

Schlitz enters easily into every scene of good living and good taste.

People feel a sense of pride when they drink or serve Schlitz, America's most distinguished beer. They know it reflects favorably upon their good taste and judgment.

Fortunately, Schlitz is one of the finer things of life that everybody can afford. Moreover, Schlitz gives more satisfaction to more people than any other beer in the world.

Ask for Schlitz, the greatest name in beer.

© 1954—Jos. Schlitz Brewing Co., Milwaukee, Wis.
Breweries at Milwaukee, Wis., and Brooklyn, N.Y.

The Beer that Made Milwaukee Famous

Copyrighted material





GLITTERING GEAR for fishing, parts of reels fresh from chromium bath, sparkle as they hang from wires at the Ocean City plant awaiting inspection.



SPORTING GOODS

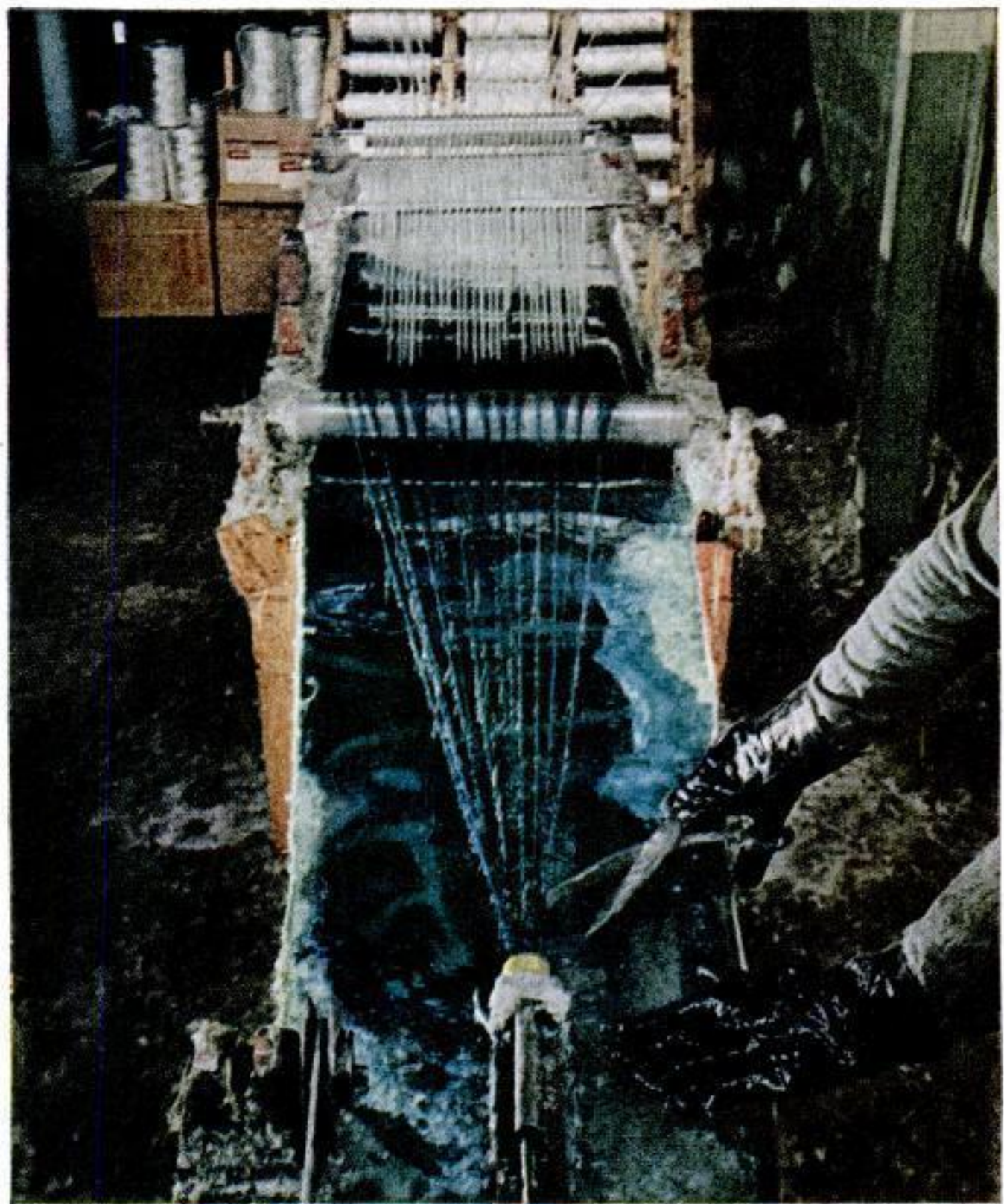
Color, new materials brighten billion-dollar business

PHOTOGRAPHED FOR LIFE BY ARNOLD NEWMAN

The U.S. sportsman has learned to expect nothing but the best in accouterments. The nation's fishermen, who are apt to blame their equipment rather than themselves when fish get away, are sparing no expense in keeping up on the latest lures, and in converting from bamboo to modern, mass-produced glass rods (*right*). Golfers, who will spend a record \$80 million this year, are fusspots and fanatics at arming themselves with the best implements.

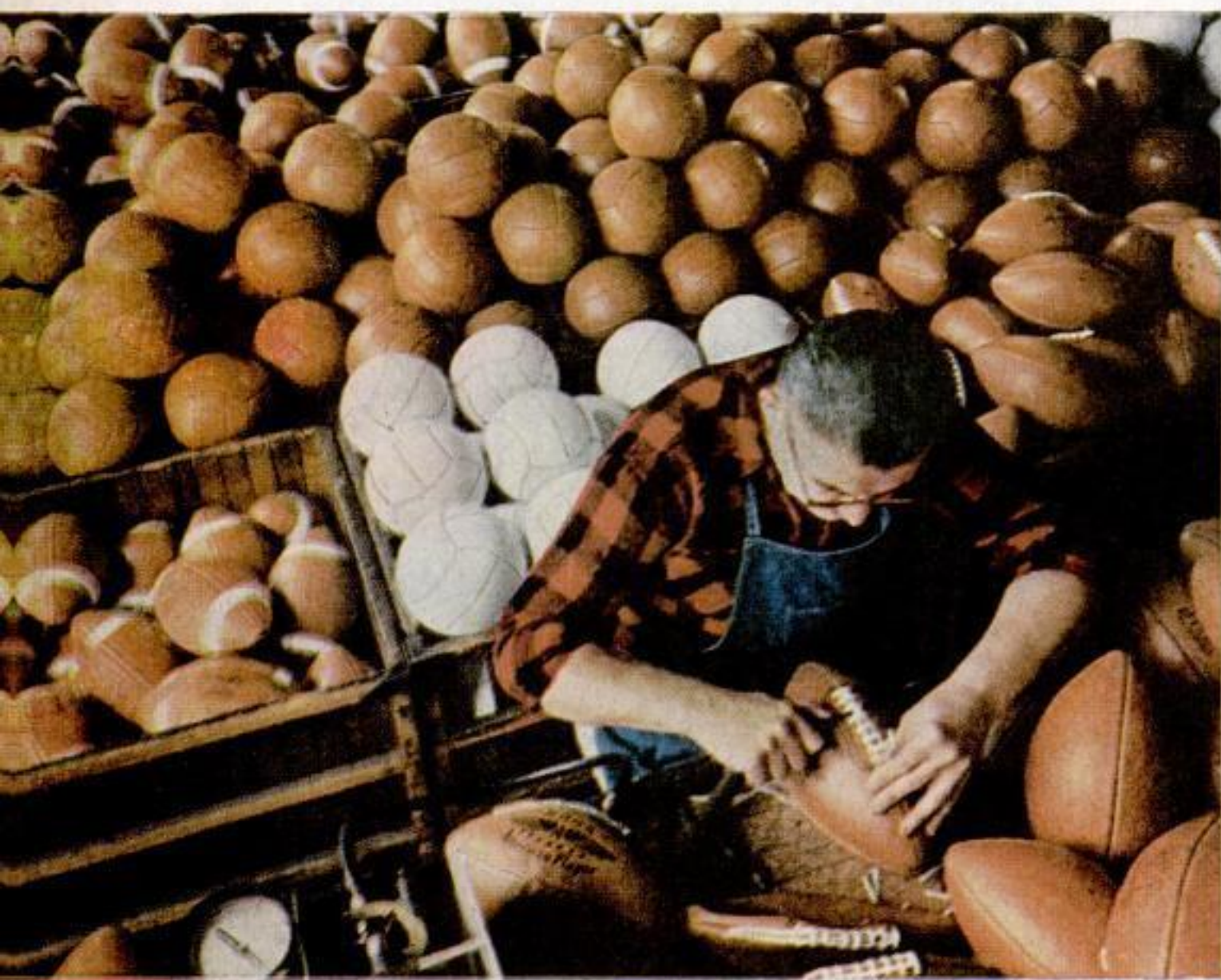
The demands of American athletes are taxing the capacity and imagination of 800 manufacturers of sports equipment who make up a billion-dollar industry. Sewing machines hum amid gaily colored piles of satin and trim (*opposite page*), turning out 1½ million football, baseball and basketball suits. This year factories will produce 94 million pieces of fishing tackle, 36 million golf balls, 5 million baseball bats. In addition, they are accomplishing a small revolution by substituting light metals, plastics and synthetics for steel and wood. On these pages LIFE presents a study of items in the making and a dream-catalog view of the newest finished products.

GAUDY GOODS convert Rawlings factory into rash of color. Every uniform, basketball in background and football in foreground, must be made to order.



GLASS THREADS GET A PLASTIC DIP ON THEIR WAY TO BECOMING A FISHING ROD

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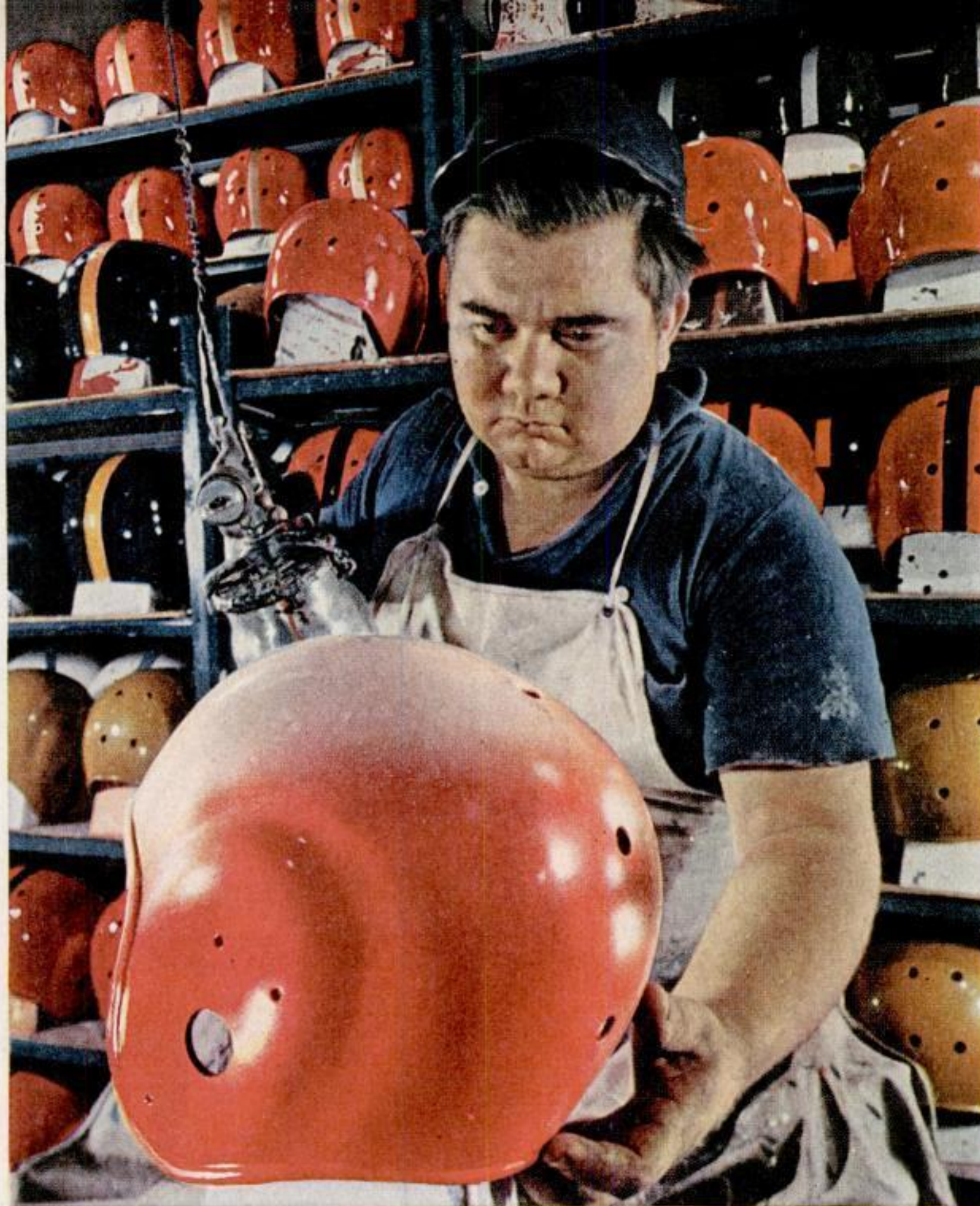


BINS OF BALLS at the Wilson plant stand ready for shipment. Workman laces a football while another is automatically inflated at his right elbow.





GOLF CLUBS, tagged and sorted according to size, weight and model, collect at end of Wilson's golf assembly line. It can produce 18,000 clubs a week.

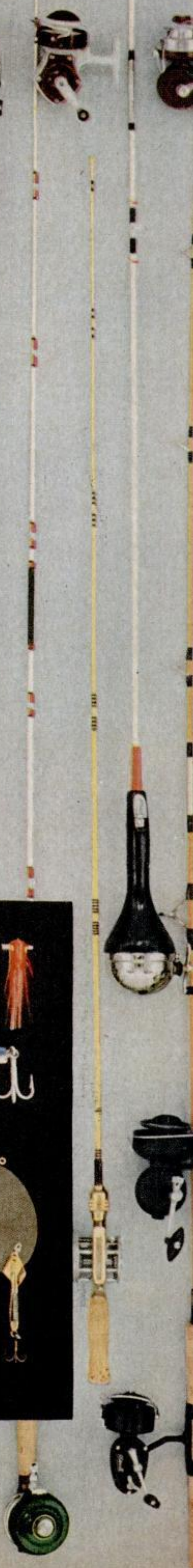
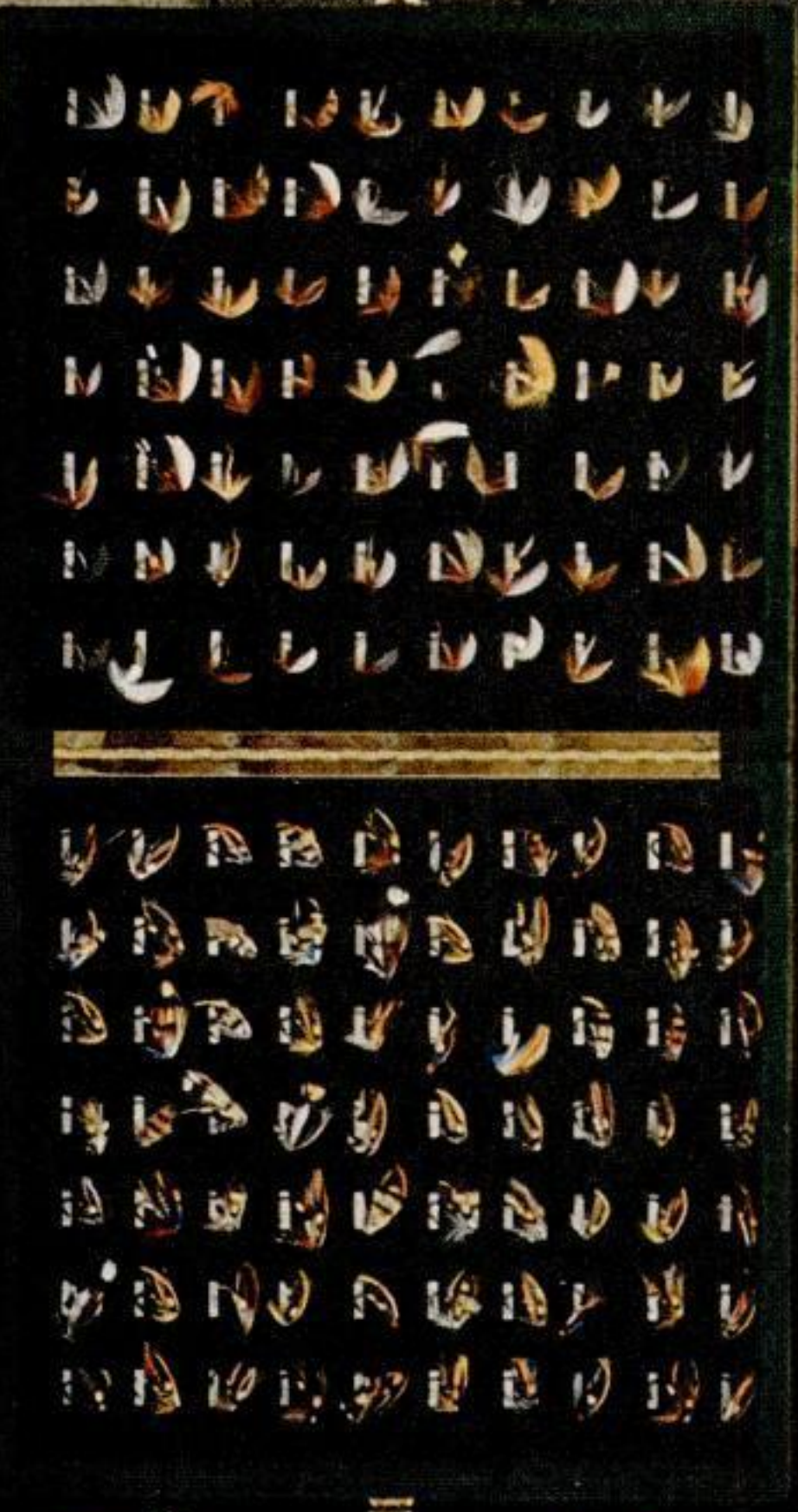


HELMET at Rawlings is spray-painted in vast variety of team colors. On shelves in the background are other teams' headgear done earlier in the day.

BASEBALL MITT gets a start as machine stamps out one side from cowhide at Rawlings plant. An average hide yields parts for 2½ complete gloves.



← **CLUB HEAD** is forged of hot steel by drop hammer at Spalding factory, oldest of the big plants. This is the first of 200 steps that a golf club goes through.



LURES FOR BOTH THE SPORTSMAN AND HIS QUARRY

Fishermen and hunters together make up the biggest sporting group in the country. This year they will buy \$350 million of equipment. The eye-catching display catalogs the latest models in fishing and hunting gear.

FISHING

Manufacturers of fishing tackle confess that dazzling new lures are created more to catch fishermen's eyes than fishes'. The inlay at lower left, a sampling of what anglers will pick and choose from in 1954, ranges from Heddon's "Jointed River-Runt Spook" (\$1.50) in left lower corner to the Atom Mfg. Co.'s large triple-hooked salt water lure (at upper right, \$2.35). Mahogany case has a deluxe assortment of Orvis trout flies in upper portion (\$24) and salmon flies, in lower part (\$115.50).

All rods are glass except Orvis bamboo spinner (\$65), third from right, with Orvis "100" reel (\$28.50). From left: Shakespeare fly rod (\$49.50) and automatic reel (\$11); Southwest casting (\$11.95), with Pflueger reel (\$35); "Whirlaway" spinner with reel enclosed in bulb-shaped handle (\$25.95); Airex surf rod (\$13.50) and reel (\$28.50); Heddon fly rod (\$50), Pflueger reel (\$10.75); Airex spinner (\$19.95) and new "Aristocrat" reel (\$23.95); Orvis bamboo; Tycoon big game rod (\$205), Fin-Nor reel (\$595); Horrocks-Ibbotson casting rod (\$10) with Pflueger "Skillcast" reel (\$11.75). Reels at top of panel are all spinners except the Ocean City surfcaster at right (\$35). From left: Ocean City (\$19.95); Walco solid nylon (\$13.50); Heddon (\$25); Luxor (\$29.95); Luxor heavy duty (\$60).

Scotch, triangular collapsible landing net (\$20.50) comes with matching telescopic gaff (\$19.50) and at right is "Land-Em" nylon net (\$5.80). To left are angler's scale and thermometer and barometer. Tackle boxes are transparent Plexiglas (\$32.50) and Ocean City's blue Fiberglas (\$12.50). In corner is aluminum waterproof yachtman's lunch kit (\$65).

HUNTING

The duck decoys at top left and top right made by Fairfax (\$34.90 a dozen) are hollow plastic, ride high in water simulating a duck's natural motion. For handier decoys there are collapsible rubber "Deeks," fourth from top on right panel (\$10 a dozen), which inflate on contact with water. The guns from top: Marlin's new "Micro-groove" bore .22 rifle (\$28.70); Winchester's showcase Model 21, a double-barrel 12-gauge gun inlaid with gold (\$1,747.90); Winchester's "21" for experts only, specially chambered for 20-gauge magnum loads (\$370); self-opening, 12-gauge double-barrel made by Boss of England (\$1,575); a Boss same as above but with "over-and-under" barrel arrangement (\$1,900); Remington's new slide-action, repeating 30-06 game rifle (\$119.95); Winchester's "featherweight" 30-caliber game rifle with aluminum buttplate and trigger assembly (\$120.95). At bottom of page is the first autoloading 28-gauge shotgun, with ventilated rib, a target gun by Remington (\$191.10). Shells include Robijns, made in Holland with red transparent plastic casings (\$5, box of 25).

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NEW COLORS AND NEW MATERIALS FOR OLD STYLES

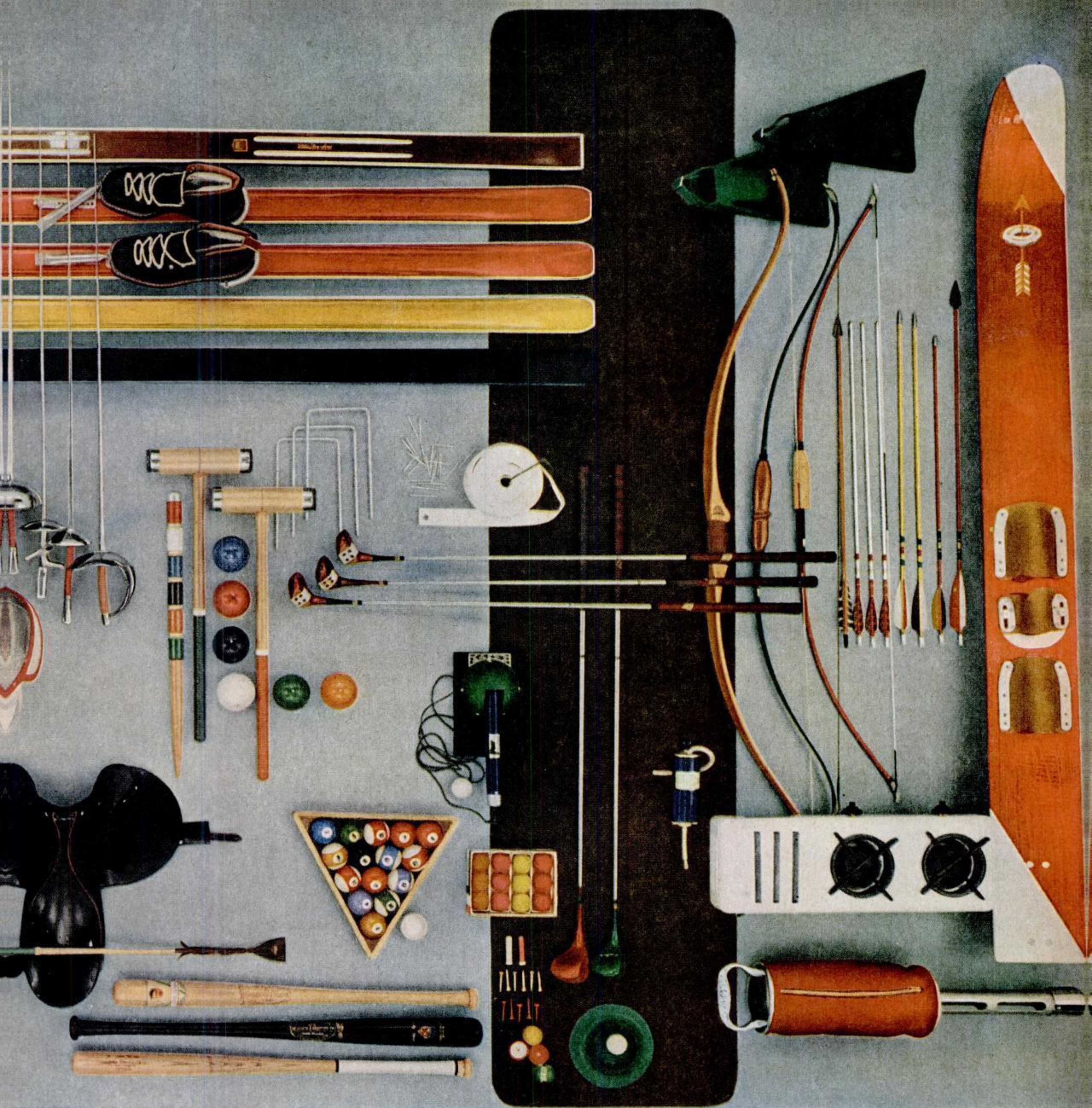
The bright colors that manufacturers are using to make routine items more attractive are almost as varied as the new materials which go into them. The bizarre baseball gloves at far left above, made by Nokona (\$11.50), are not big league but the colors fascinate small fry. Fluorescent golf balls (\$10 a dozen), right of plastic pocket billiard balls (\$44), make twilight play possible, while Arcaro's black plastic saddle (\$120) and glass whip (\$14) are replacing conventional items.

HELMETS AND MASKS

The football helmets from top left are Rawling's plastic (\$19.95), MacGregor's leather

type used by Notre Dame (\$26.50) and Nokona's foam rubber lined with inner plastic shell for Army (\$21.95). Below Nokona helmet is Marietta's plastic football face guard (\$13.25). Below baseball gloves are MacGregor's magnesium catcher's mask (\$11.35) and Everlast's boxing gloves for children (\$3.50). At left top of steel-bound tennis table (\$98) are Fiberglas bean-ball baseball caps (\$7.95) and below them shuffleboard set with plastic disks and telescopic pushers (\$60). At right of table-tennis paddles are rubber horseshoes, peteca rio bird, quoits ring and nylon track shoes (\$16).

The "Snobob" at lower left is bobsled with ski-type runners (\$24.95). Below bobsled from



left are sportsmen's accessories: Norelco's battery-run electric shaver (\$29.95), flashlights and hand-warmers, Abercrombie & Fitch watches to tell yachtsmen the tides (\$80), fishermen, solunar periods (\$65) and racing drivers, speed and gas consumption (\$75). Knives range from multibladed Swiss army models at top (\$20) to Hoffritz anglers' unsinkables. Group of balls includes "Mineralite" bowling ball (\$27.95), Voit's rubber water polo in yellow (\$13.25) and all-rubber football (\$14.35).

SKIS AND SWORDS

Skis at top of center panel are top wood Stein Eriksen from Norway (\$83), the Attenhofer

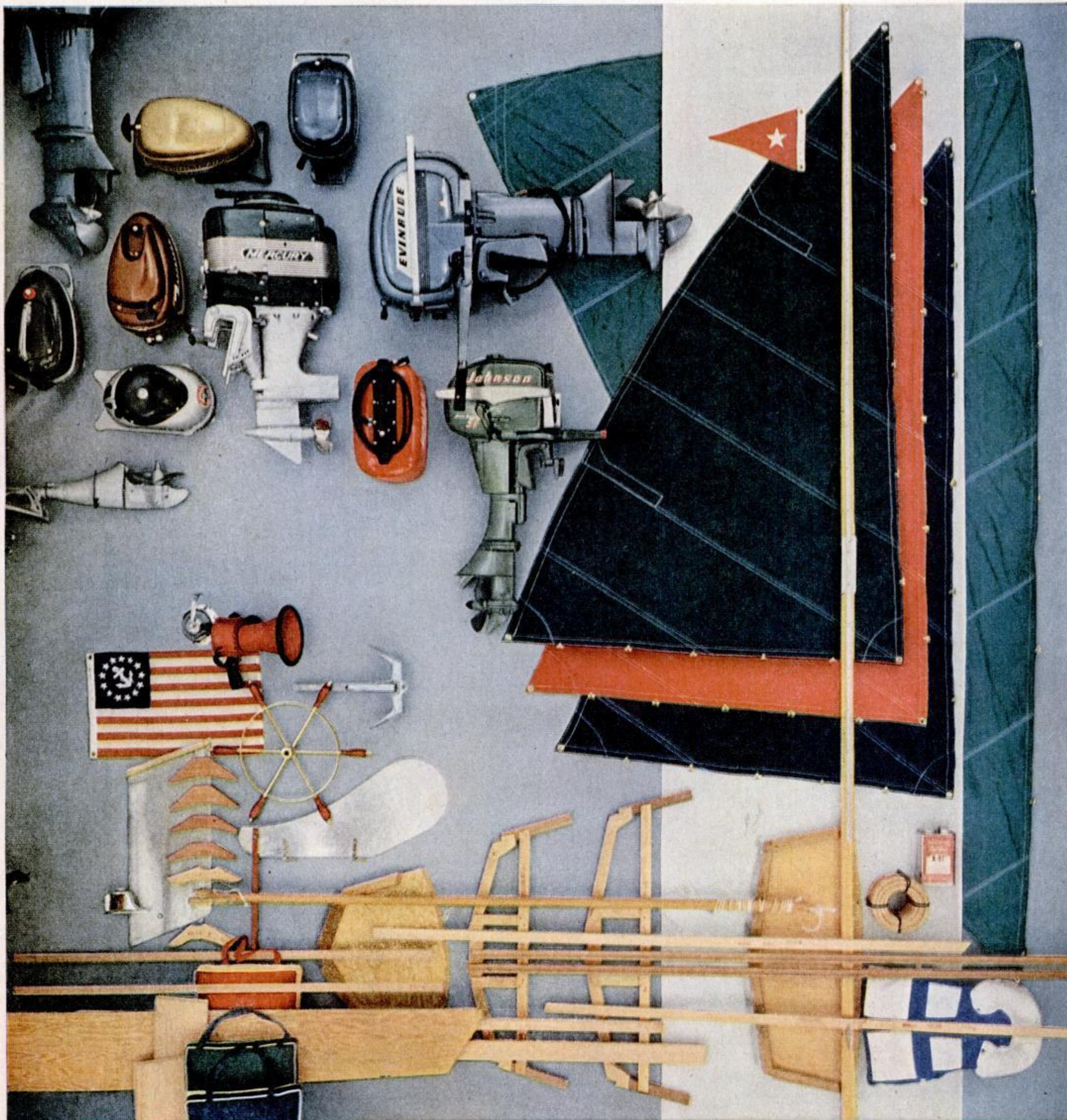
aluminum skis in red and yellow (\$69.50) and Head's scientifically engineered aluminum "sandwich" with plastic surfaces, steel edges and laminated fir core (\$85). Redesigned fencing equipment by Castello uses aluminum and lighter steels. Swords from left are: French type dueling sword (\$7.75), Belgian pistol-grip foil (\$5.65), French foil (\$4.45), Hungarian sabre (\$7.75) and below, new lightweight mask (\$5.25). At right of croquet set with plastic balls (\$27.50) is plastic tennis court tape (\$5) and special No. 5, 6 and 7 woods and (vertical) weighted warmup clubs for golfers (\$27.50 each). In angle of golf clubs on edge of Ben Hogan's composition

putting green (\$12.95) is Voit practice golf set (\$18.95).

GLASS FOR ARCHERS

Glass bows at right have helped rebuild archery. From left are wood, plastic and Fiberglas Eddings bow (\$62.50) and Stream-Eze's solid Fiberglas (\$54.50 and \$14.95). Below aluminum and glass arrows is Prepo camping stove which burns canned liquid propane (\$29.95). To left of stove is David T. Abercrombie Co.'s self-contained Katadyn filter-pump for purifying water (\$25). At bottom is a "Bag Shag" for picking up golf balls (\$15). At far right is a double-foot slalom water ski (\$21.50).

CONTINUED ON NEXT PAGE



THE LATEST GEAR FOR ACTIVITY ON WATER AND BENEATH IT

With sports fans changing more and more from spectators to participants, there has been a postwar boom in water sports, both on the surface and beneath it. Underwater swimming with Aqualung and spear fascinates not only the thousands who do it but those who would like to try. Window displays of "skin diving" gear (*opposite page*) are sure crowd-stoppers.

MOTORS

But the big boom has been in boats, with 310,000 craft, from dinghies to yachts, expected to be sold this year. Among the items on which boaters will spend \$780 million are the new, streamlined outboard motors shown above.

The motors from top left are Scott-Atwater's 7½ hp gold-domed "Bail-a-matic" (\$229.50) with built-in bilge pump, and to right of it in blue, the top of Evinrude's little 3 hp motor (\$147.25) and its big brother, shown full length, a 25 hp job with an electric starter (\$504). Brown-topped Buccaneer at left is 5 hp fishermen's model (\$188), and next to it is Mercury's stubby, 25 hp racing motor (\$625.50) which holds hydroplane record of 69.7 mph. Black and silver cowling belongs to Martin's 4½ hp model (\$183.25). Red plug-in gas tank in center goes with Johnson's new, quiet 5½ hp "Seahorse" (\$210). Accessories at left center show fancy brass ship wheel (Oluf

Mikkelsen Co., \$25), chrome ship bell (\$8), Northill's utility anchor (\$12) and a red, self-powered "Little Bull" megaphone (\$100).

SAILS

At bottom are parts of boat-making kit made by Roberts Industries (\$121). When assembled, it is an eight-foot sailing pram with 14-foot mast using the upside-down green sail (Thurston Co.) which shows on each side of vertical white Fiberglas boat covering (U-Mak-It Products, \$26). Dinghy sails in green, red and blue are by Fairclough (\$30). In lower right corner, in blue and white, is a collar-type racing vest which might save a life for \$12.25.



ABERCROMBIE & FITCH CO.



How to give your mirror a lucky break

That guy in the mirror is YOU! Looks great, doesn't he? He should—with that new Arrow TEX-WEAVE shirt.

TEX-WEAVE is a fresh, new Arrow shirting in a subtle, surface-interest texture. Choose blue, tan, gray, green, rose, pink or yellow in a wide selection of popular collar styles, \$5.00. That's the *Sussex Button-Down*, above.

The Arrow tie is available in your choice of

colors tailored of a luxurious woven silk repp, \$2.50. Looks as if it were *made* for that shirt doesn't it? It was! So is the harmonizing "pocket square" at \$1.50.

Arrow acetate ties, below, are also designed to harmonize with this ensemble, \$1.50. Handkerchiefs to match the shirts, 75¢. Why don't you take a look at the TEX-WEAVE ensembles at your Arrow dealer's real soon?

ARROW

Tex-weave ensemble

by Cluett, Peabody & Co., Inc.



ARDSLEY—Nonwilt collar, medium-short points, button cuffs.



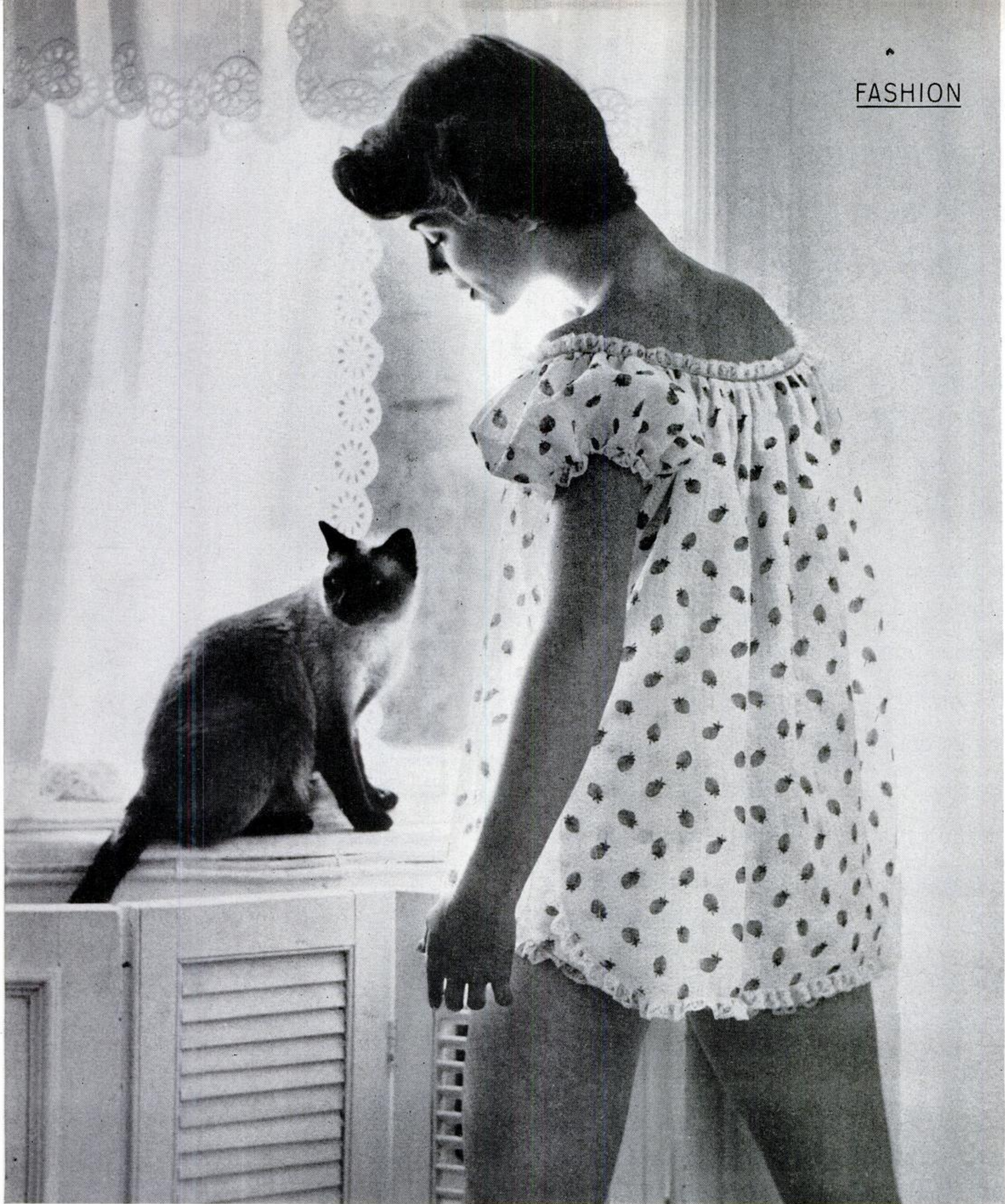
RADNOR-E—Rounded collar worn with a pin, French or button cuffs.



COPLEY—Soft collar, regular points with stays, button cuffs.



SHORTS—Tailored of the same smart shirting material, \$2.00.



COTTON SEERSUCKER PRINTED WITH STRAWBERRIES IS USED FOR BRIEF NIGHTGOWN WHICH IS WORN WITH ITS BRIEF MATCHING BLOOMERS (EYE-FUL, \$8)

Shortest Yet in Night Clothes


BRIEF IN LENGTH, LONG ON LOOKS, STYLE GETS A START ON SUMMER

Inspired by the growing female practice of appropriating a man's old shirt or pajama top for wear as a sleeping garment, designers have now created chopped-off nightdresses which are as brief as any converted male apparel and a good deal prettier. The shortest yet in feminine night clothes, they come in loose comfortable styles and give the wearer an attractive long-legged look. Usually made in opaque fabrics, the garments


sometimes come tailored like a man's shirt but more often are trimmed with ruffles, lace and puffed sleeves. Unlike other recent lingerie fashions, these short gowns are intended only for the bedroom and do not aspire to the beach, the living room or the grocery store. Early versions of the new fashion are just beginning to appear in department stores, but the idea behind them is bound to be both sure-fire and stylish for summer.

A message to mothers who hate to hurt their children




When Johnny scrapes his knee  it Hurts!


Johnny runs  to Mommy FAST!

He MUST have her "kiss away the hurt!" 

And NOW he waits for...and WELCOMES

BACTINE  to cool and soothe the pain!

Not "the mean ole stuff"  Mommy USED


to use that hurt and made an ugly stain. 


Johnny likes BACTINE!  and Mommy's

so glad he does!  She knows BACTINE

kills germs...cleanses down DEEP to

prevent infection...without leaving a single

stain  on that tender skin! Yes, Mommy

and Johnny are both happy  with

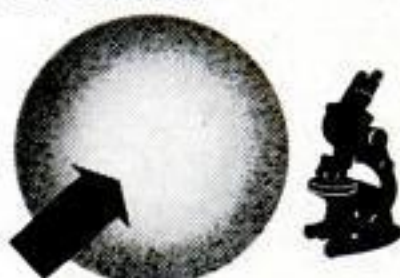
BACTINE! As Johnny says: "IT'S GREAT!"

Get BACTINE  at your Drug Store. 

Buy
Bactine
BRAND

LASTING GERM KILLING ACTION

Actual photograph through microscope showing colonies of staphylococcus aureus germs (gray area). Clear space (arrow) is field where BACTINE was applied. The lasting germ killing action of BACTINE has



NOTE TO PHYSICIANS—BACTINE is more than a quaternary. While BACTINE is an active germicide, additional fields of effectiveness make it unique among antiseptics. Write for professional literature containing basic research and clinical data.

MADE BY THE MAKERS OF ALKA-SELTZER

MILES LABORATORIES, INC. • ELKHART, INDIANA

SHORTEST YET CONTINUED



MAN'S SHIRT with its long sleeves and button-down collar has been faithfully copied in roomy style made of striped broadcloth (John Norman, \$10).

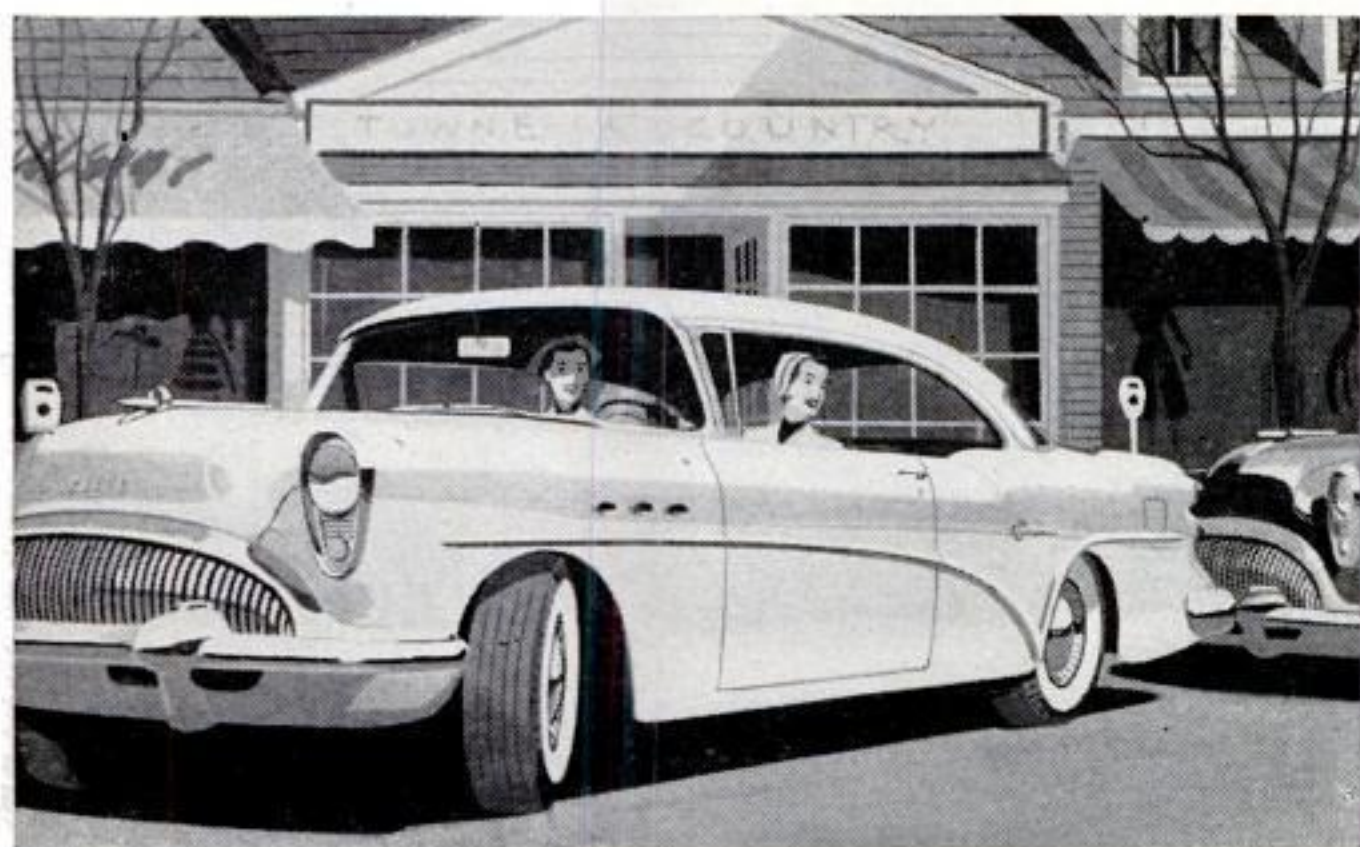


BABY'S DRESS with small round collar and lace ruffles looks fashionably adult in nylon crepe version (Iris, \$15) which has matching ruffled pants.

CONTINUED ON PAGE 126

Priceless—at any Price!

and now
the price is
Lower for
Safety
Power
Steering!



you want it for **ease!**

Once you drive and park a car with *Safety Power Steering*, you'll know *this is it!* Where you used to wrestle your car around corners or into parking spaces, you now *guide it with your finger tips*. Where you used to tense up in traffic or on the highway, you now *relax both mind and muscles*. Your sure-footed "feel of the road" is the same as ever—but the wheel responds to your slightest wish!



you need it for **safety!**

Some folks think *Safety Power Steering* is in the "luxury" class—until they learn how many lives it's saved! By resisting wheel-twisting shocks with superhuman strength, *Safety Power Steering* helps you stay safely on course if you hit a chuckhole, soft shoulder, or *even have a blowout at high speed*. Such security is beyond price—yet now it can be yours for less than ever before!

Yes, you can now have *Safety Power Steering* at much lower cost on your new Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac. Be sure to try it before you buy a new car—it is available only as original factory equipment. If you want the most driving ease—the most security—the most trade-in value later on, you want *Safety Power Steering*—now!

Safety
POWER STEERING
BY **Saginaw**

SAGINAW STEERING GEAR DIVISION, GENERAL MOTORS CORPORATION, SAGINAW, MICHIGAN

The only tissue that meets you halfway



Soft!
Strong!
Pops Up!

Have you discovered the wonderful difference between soft, strong Kleenex* and all other tissues? Because of its Serv-a-Tissue box, only Kleenex pops up to meet you halfway—serves just one at a time. Ends waste, saves you money. And year after year, this tissue's higher quality makes today's Kleenex the finest you've known . . . just perfect for colds, for beauty duty; dozens of uses around your house. Keep a box in every room!

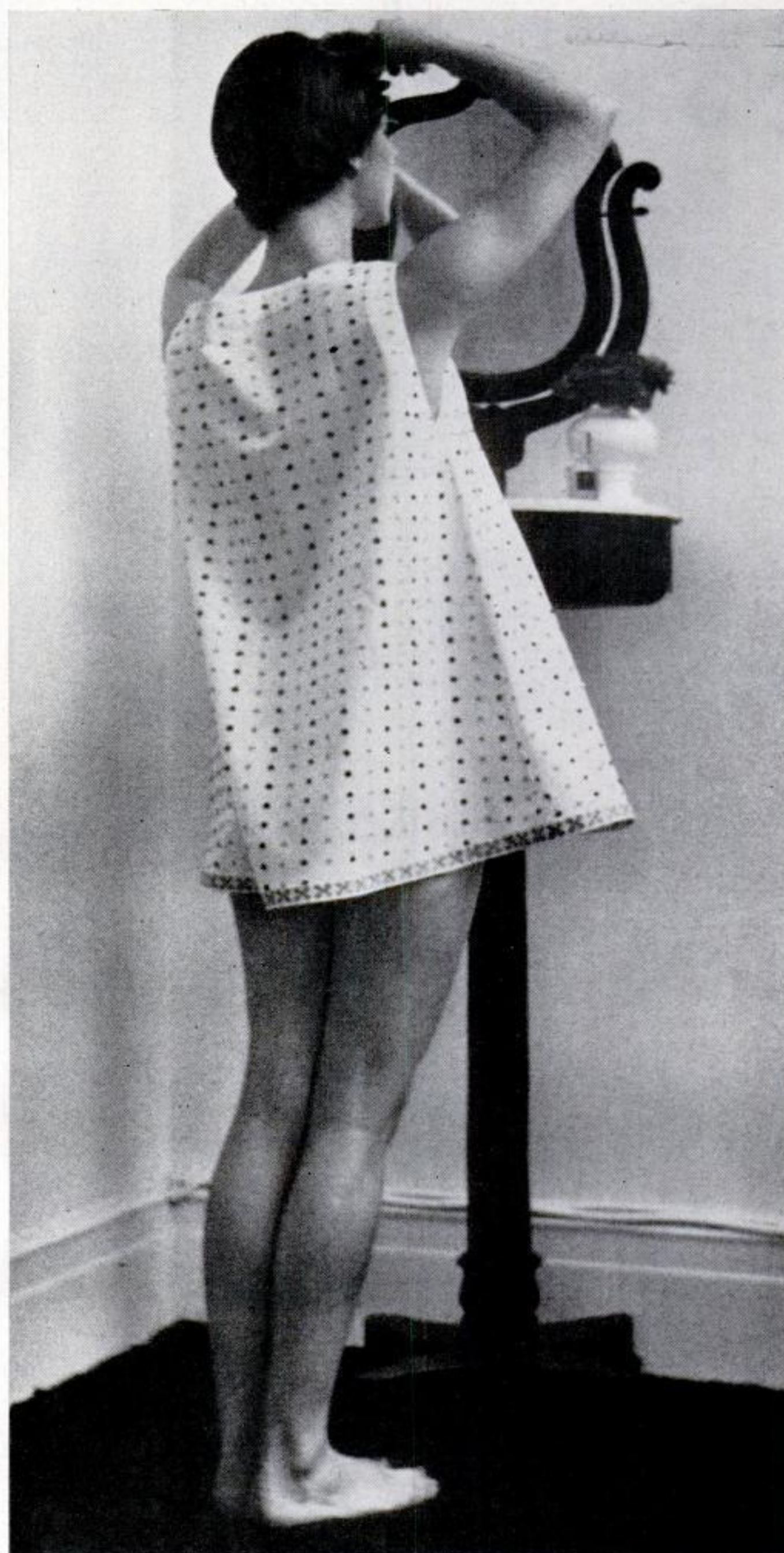
Listen to Arthur Godfrey Time — in the morning, CBS Radio-TV

*T. M. REG. U. S. PAT. OFF.

SHORTEST YET CONTINUED



DANDY'S SHIRT with ruffled cuffs and flounce is made of dacrylon (Laros, \$9). It is embroidered with demure pink rosebuds in front, has slits at sides.



DOTTED PONCHO of cotton (John Norman, \$7) slips on over wearer's head. Sleeveless and buttonless, this is as comfortable as a nightgown can be.

see *the difference!*

Know your coffee is fresher, better! How? Buy in-the-bean Eight O'Clock, Red Circle or Bokar. Your choice is Custom Ground *before* your eyes just right for your coffeemaker.

smell *the difference!*

The aroma tells the tale! Your first tantalizing whiff of this superb coffee will tell you that here's honest-to-goodness coffee . . . blended just right, roasted to peak of perfection.

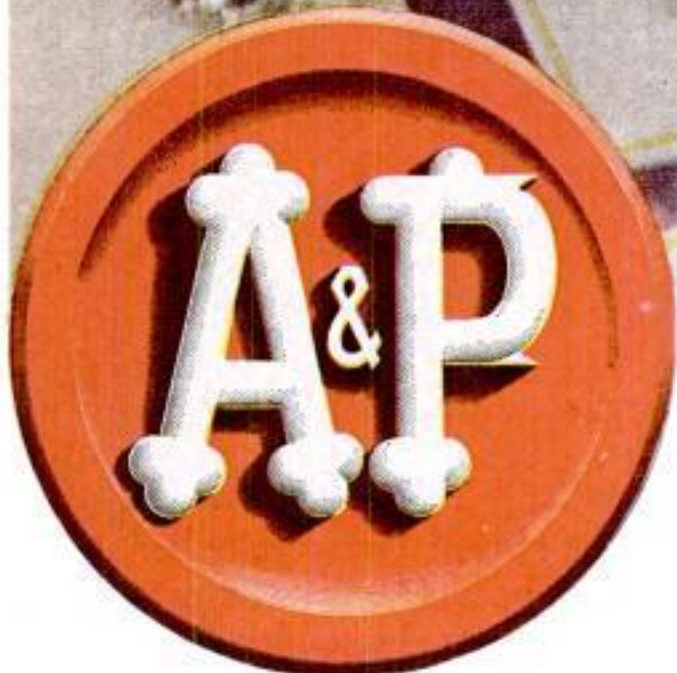
taste *the difference!*

Enjoy real flavor in your cup! One sip will convince you that *nothing* compares with the rich flavor of this *real* coffee . . . freshly roasted, freshly ground, freshly made. Try it!



TRY ONE OF THESE FAMOUS CUSTOM GROUND A&P COFFEES. EVERY CUP COSTS YOU LESS* . . . YET THERE IS NO FINER COFFEE IN ANY PACKAGE AT ANY PRICE!

**You save up to 12¢ a pound compared with like-quality coffees.*



Sold exclusively at
A&P Food Stores



Mild and Mellow



Rich and Full-Bodied



Vigorous and Winey

ONLY REAL COFFEE TASTES LIKE COFFEE!

Hotpoint changes your

All Of A Sudden Doing Dishes Is *Fun...*
For Hotpoint Does Them *Automatically*
—While *You* Take It Easy!

Sooner or later, chances are you're going to invest in an automatic dishwasher.

First, because it's the easiest way for any wife and mother to find extra time for family fun—and the only escape from a dull, disagreeable chore.

Secondly, you can't possibly wash dishes as well by hand as a Hotpoint Automatic Dishwasher does them!

You see, Hotpoint (and only Hotpoint!) washes and rinses everything *twice*—in water hotter than hands can stand—then sparkle-dries each in pure germ-free electric heat.

There are many other reasons, too, why more families buy Hotpoint dishwashers than any other. Why not let your Hotpoint dealer* show you how Hotpoint can change your viewpoint automatically—for just 10¢ a day!

*Dealers are listed in most classified phone directories.



New Dishwasher-On-Wheels!
Special Hotpoint mobile model. Full size, made for families who rent. No plumbing or installation costs—just plug it in. Easily installed permanently, if you later buy or build.

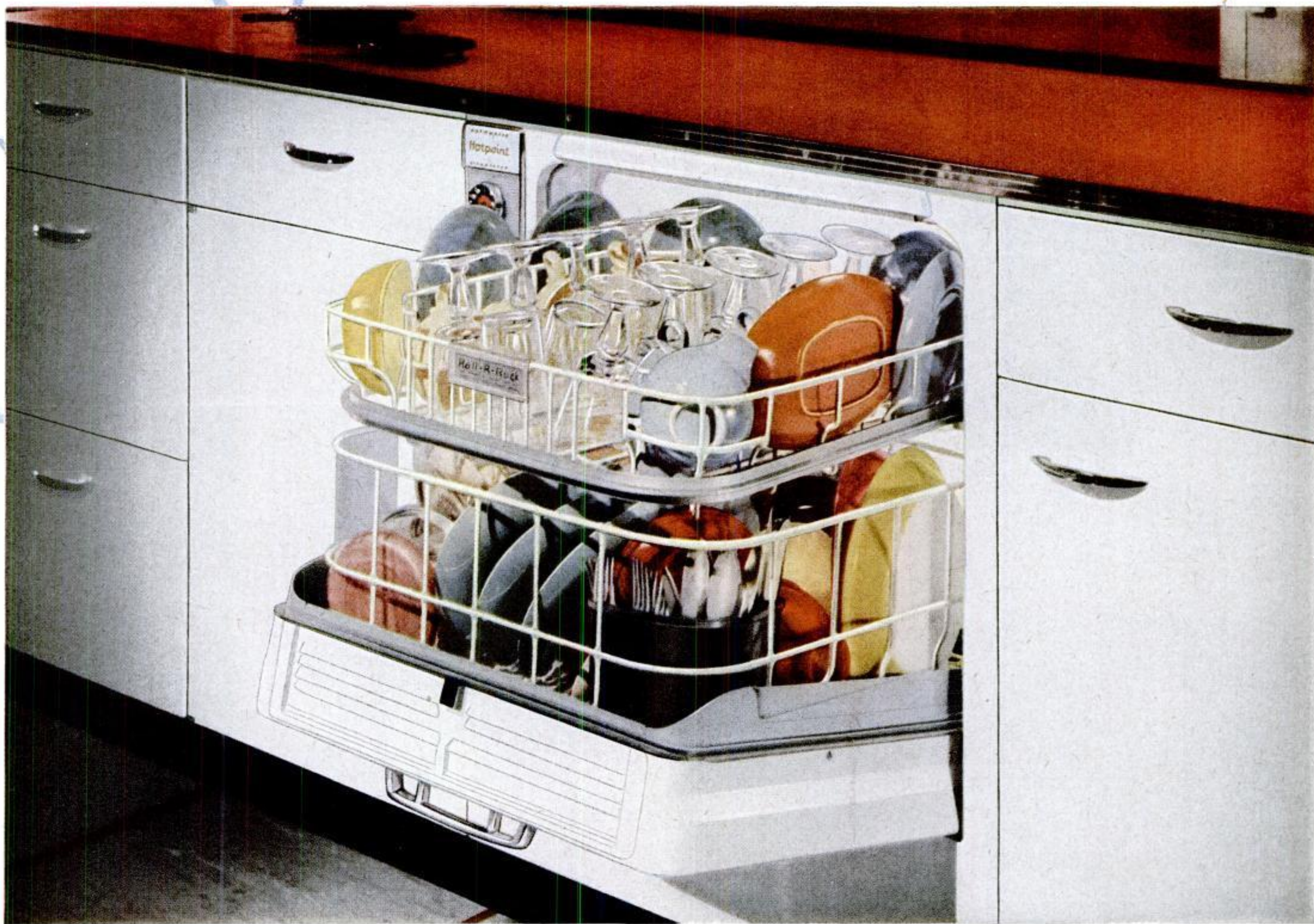


Tune in "The Adventures of Ozzie & Harriet" Both TV and Radio—every week. See your paper for time and station.



You Never Have Garbage when you have a Hotpoint Disposall! Merely scrape food wastes down drain into Disposall. Safe, sanitary, odorless. Fits most any sink, costs only a few cents a month.

viewpoint... automatically!



Costs only 10¢ a day!

Yes, a Hotpoint Automatic Dishwasher actually costs only about a dime a day more, over the years, than doing dishes by hand—including purchase price, installation, electricity, *everything!* . . .

But comparing the cost of all the freedom it gives you with the cost of hand dishwashing is like comparing the cost of an automatic washer with a washboard. So why not see your Hotpoint dealer* soon?



DeLuxe Combination Sink. Beautiful 48-inch porcelain sink with Hotpoint Automatic Dishwasher built in. Available with or without Hotpoint Disposall. Note Hotpoint's separate roll-out racks—you never need remove upper rack in order to load or unload lower one!

Hotpoint



Ranges • Refrigerators • Dishwashers • Disposalls® • Water Heaters • Food Freezers
Automatic Washers • Clothes Dryers • Cabinets • Air Conditioners • Dehumidifiers

HOTPOINT CO., A Division of General Electric Company, CHICAGO 14



For the vitamin C they need every day
Florida orange juice has 3 to 5 times more
"C" than non-citrus juices. "C" is needed
every day—our bodies don't store it and
Florida orange juice is your best daily source.



A
full big
glass of
FLORIDA
ORANGE
JUICE

Live wires need plenty of juice!

"Live wire" youngsters need lots of vitamin C for sturdy bones and teeth, for sparkling energy. A *ten-year-old* needs as much as a *truck driver*—a teenager, more!

So keep 'em "fully charged" with full, big glasses of Florida orange juice—your best every-day source of this body and resistance building vitamin. It costs no more than artificial drinks yet offers a wealth of golden vitamin C, has natural fruit sugars for quick energy, other essential vitamins and minerals, too. Give 'em all they want every day, anytime it's thirsty time!



Available 3 delicious ways...

Florida Fresh. Thin-skinned oranges—more juice, less squeezing per glass. Florida's warm sun, cool rains, rich soil give a *sweeter* sparkling flavor, a wealth of golden vitamin C.

Florida Fresh-Frozen Concentrate. Pure juice of fully ripe fruit—no sugar added. Year-round source of the flavor and vitamin C of fresh oranges. No fuss, no muss to fix.

Florida Canned. Easiest way to store and serve delicious, fully ripened Florida orange juice. Ready in seconds anytime, all year 'round. Fresh flavor and good-health-in-a-can—has up to 5 times the "C" of non-citrus juices.

Florida Oranges

Florida Citrus Commission, Lakeland, Florida

THE ACROBATICS OF



SPELL OUT FUNNY NEW MOVIE

Danny Kaye, who proves his limber versatility for *LIFE* by spelling his own name gymnastically above, proves it with equally telling effect in the big comedy ballet of a new Paramount Technicolor movie, *Knock on Wood*. An innocent ventriloquist on the lam from the London police as well as from two competing international spy rings, Kaye picks, of all places, a theater to hide in. As his adversaries close in, he

naturally swipes the costume of the hapless *premier danseur* and falls on stage into the waiting arms of a flabbergasted ballerina. The ensuing fracas, admirably staged by Choreographer Michael Kidd, is one of the funniest on-stage chases since the Marx Brothers broke up *Il Trovatore* with a baseball game. As if this were not enough, Kaye also plays an Irish tenor, an English car salesman and his own father.

DISGUISED IN THE STOLEN COSTUME OF A RUSSIAN FOLK DANCER, FUGITIVE DANNY KAYE LEAPS ACROSS THE STAGE DURING THE BALLET TO EVADE HIS PURSUERS





BEWILDERED BUT GAME, impostor Danny Kaye staggers under the unexpected load of a leaping ballerina. Kaye's big problem in *Knock on Wood* dance

number was to appear sufficiently convincing to his ballet audience so that he would not get caught, but still louse it up enough to amuse his movie public.



Brewed to the American taste . . . to the American figure

Ballantine Beer watches your belt-line

...with fewer calories than any other leading beer

Nearly all beers are lower in calories than they used to be. They're all starch-free—and none has more than a negligible trace of sugar.

But . . . if you're counting up your calorie quota, your beer is definitely Ballantine Beer. Independent laboratory tests have shown that it has fewer calories than any other leading beer.

Ballantine, you know, not only watches your belt-

line. Ballantine Beer is brewed to the American taste as well as to the American figure.

Ballantine Beer is the product of 114 years of brewing experience. Brewed from nature's finest barley malt and hops, it has the same full flavor and fine character that have made it one of America's largest selling beers.

Next time, ask the man for Ballantine Beer—the low-calorie beer with the flavor that chill can't kill!

P. Ballantine & Sons, Newark, N. J.

"m-m-m, the wonderful flavor that chill can't kill!"



every
move
you make
is
*Action
free*

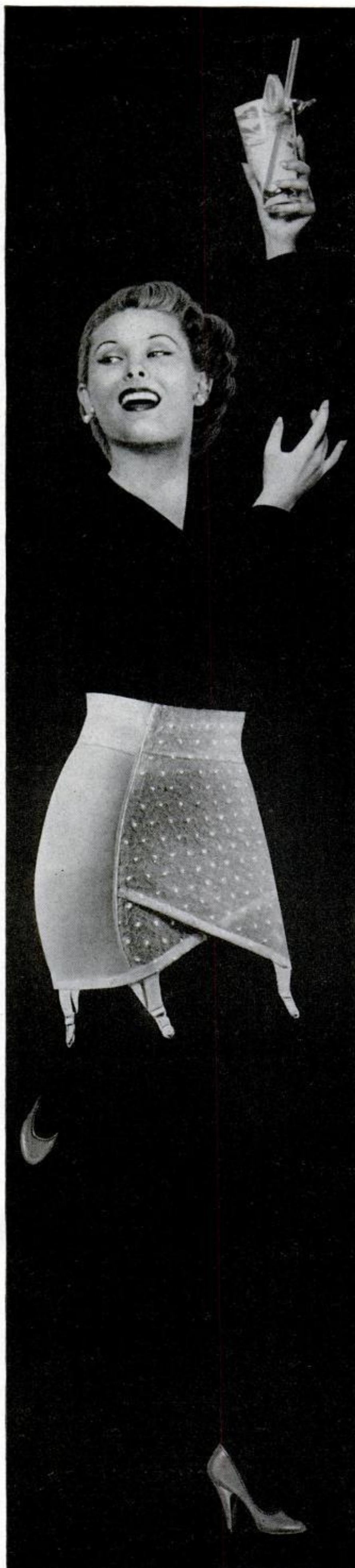
Lightweight, boneless
Sarong lets you move freely.
Exclusive criss-cross front
always keeps you in shape
because it always stays in
place. Walk, bend or sit—
it never binds a bit!
Double panel flattens
stomach. Contoured back
and sides slim hips and
thighs. Zipper, pull-on,
8-panel or Hi-Top styles for
all figures. Sizes 24-40.
7.95 to 15.

Sarong
BRAND GIRDLE

the girdle that walks
and won't ride up!



Sarong Jr. Girdle,
small, medium, large,
packed in this gay-
colored box. \$5.95



At all good stores or write: I. Newman & Sons, Inc., 200 Madison Ave., New York 16, N. Y.
In Canada, Sarong Girdles by Dominion Corset Co., Ltd.
GIRDLE PATENT NO. 2445322 • TRADEMARK REGISTRATION WORD SARONG NO. 553826

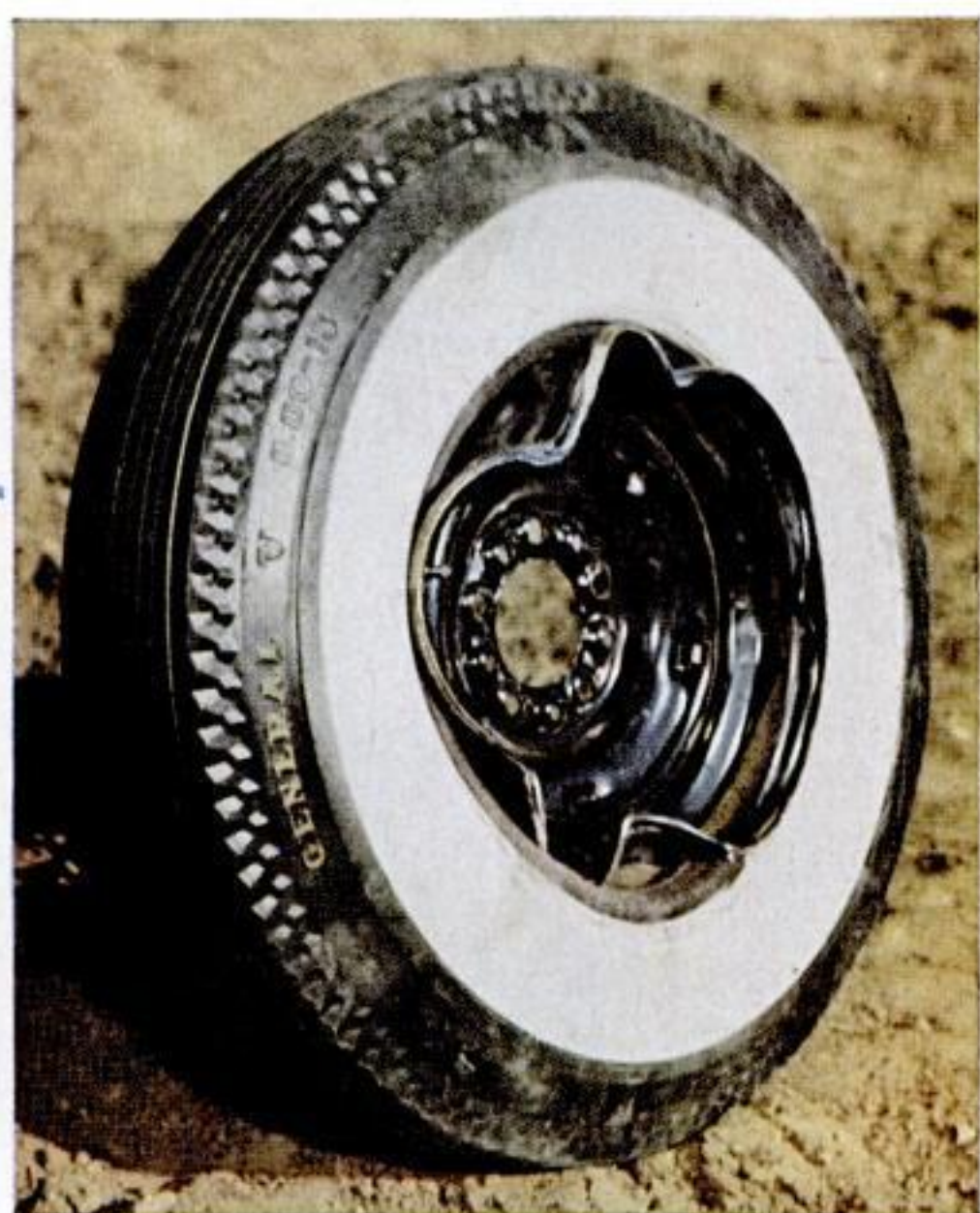
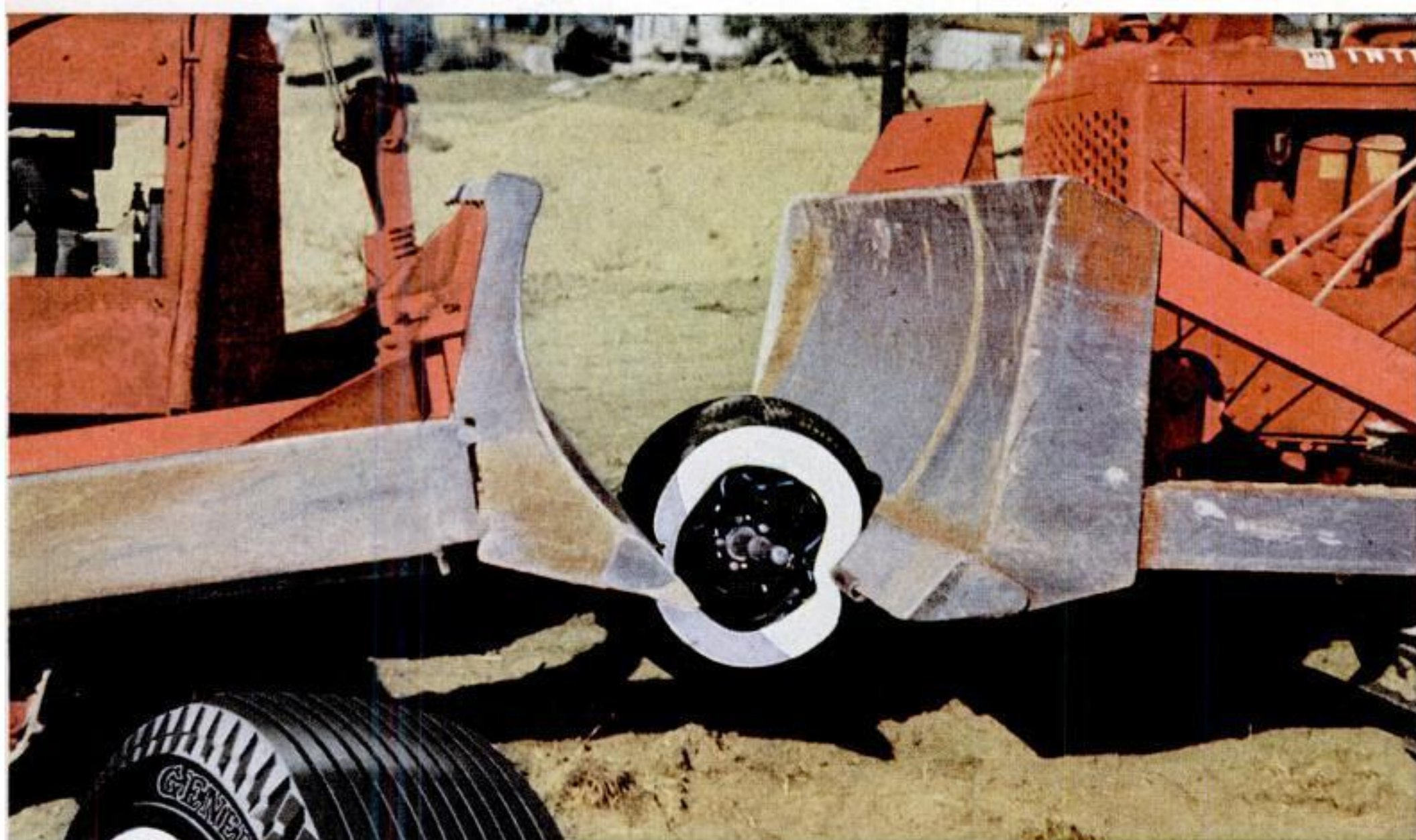
DANNY KAYE CONTINUED



STEALING A CAR for his getaway from the police, Danny Kaye gets side-tracked into posing as salesman. He demonstrates trick raising seat (above) which surprises him and frightens customer, who gets out as Kaye gets car.

for all you have ever wanted in Extra Safe Long Mileage

Greatest proof of a tire's ability to take repeated torture



This General Tire with Nygen Cord, mounted on a standard 15-inch passenger car rim and wheel, was suspended between these two giant earth-moving machines with upraised blades. Simultaneously, the two powerful bulldozers lunged, rammed the blade into the tire, bending the rim

flanges in four places. They backed off, the tire was rotated slightly, and the two machines charged again. This torture test continued until the rim was mangled as pictured above. At the conclusion of this repeated test of tire strength, the General Tire was still fully inflated and unharmed.

- ✓ Pound for pound Nygen Cord is stronger than steel cables
- ✓ The carcass strength is 2½ times greater than ordinary tires
- ✓ Repeated tests prove its blowout pressure is 15 times its air pressure

THE GENERAL TIRE

WITH NEW
NYGEN*
CORD

COMPARISON CHART

(Note: The 8-00x15 passenger car size was used for comparative purposes in the engineering tests which showed these results.)

	Length of Cord in Yards	Carcass Strength in Pounds	Bursting Pressure	Tire Weight
General Tire with Nygen Cord	5,835.9	4,620	360	31.90
Tire A	3,979.6	1,845	220	27.66
Tire B	3,846.8	1,961	215	28.81
Tire C	3,582.5	2,329	205	26.4
Tire D	3,920.9	2,312	219	25.22
	More than a mile MORE in every case!	From twice to 2½ times greater carcass strength in every case!	NYGEN withstands blowouts at 15 times the normal air pressure!	Pound for pound, NYGEN is stronger than steel cables!

In addition, the Hygroscopic Factor, or moisture absorbing property of NYGEN was found to be 1/5 that of the cord material used in the other four tires. Furthermore, moisture has no weakening effect on NYGEN.

*T. M. G. T. & R. CO.

To be safe at modern highway speeds, give long mileage, quick stopping and all other desired features, tires today have to be tremendously strong.

With known cord materials, the tire of ideal strength was impossible—without building it so heavy it would generate enough heat to cause blowouts.

General's research engineers have met this problem by developing an entirely new and stronger cord. NYGEN is the tire-history-making result of their success.

The General Tire with NYGEN Cord is at your General Tire Dealer's. See him... drive with complete safety.

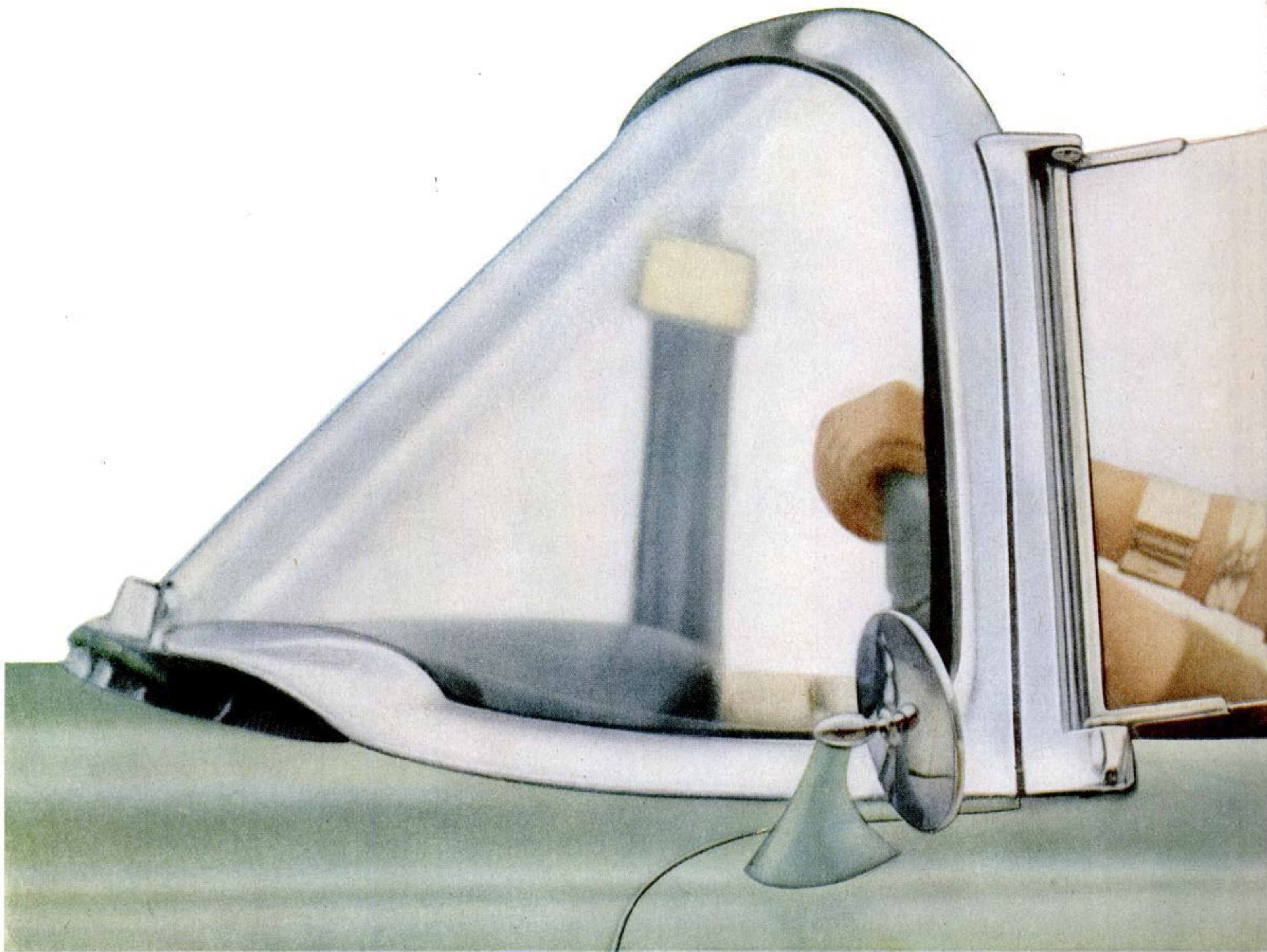
NO Flats from Punctures

The GENERAL Puncture-Sealing Safety Tube

- ✓ Prevents punctures because it seals as it rolls.
- ✓ Safer—absorbs shocks. Protects against blowouts.
- ✓ Adds security for women drivers.
- ✓ 100% natural rubber. Outwears several casings.



the *multimillion*



THAT's one way of describing it! The bold, new, far-in-advance appearance presented by General Motors for 1954.

For — to produce such dramatic style changes as the revolutionary new wider-vision windshield, pictured above, did cost millions.

And it cost millions more to match this car-of-tomorrow styling with equally important engineering advancements.

These range from new cowl-ventilation in some cars

to improved high-compression engines in all cars, including General Motors' famous group of power-packed V8's.

Not to mention even smoother automatic transmissions, plus GM Safety Power Steering, GM Power Brakes, and GM Car Air Conditioning.

Because of all this—because General Motors has gladly paid the price of leadership—this year more than ever before—the key to a General Motors car is your key to greater value.

-dollar look!



"Be careful—drive safely"

GENERAL MOTORS *leads the way*

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH

Lord Calvert invites you to meet

Mr. J. Harold Booth

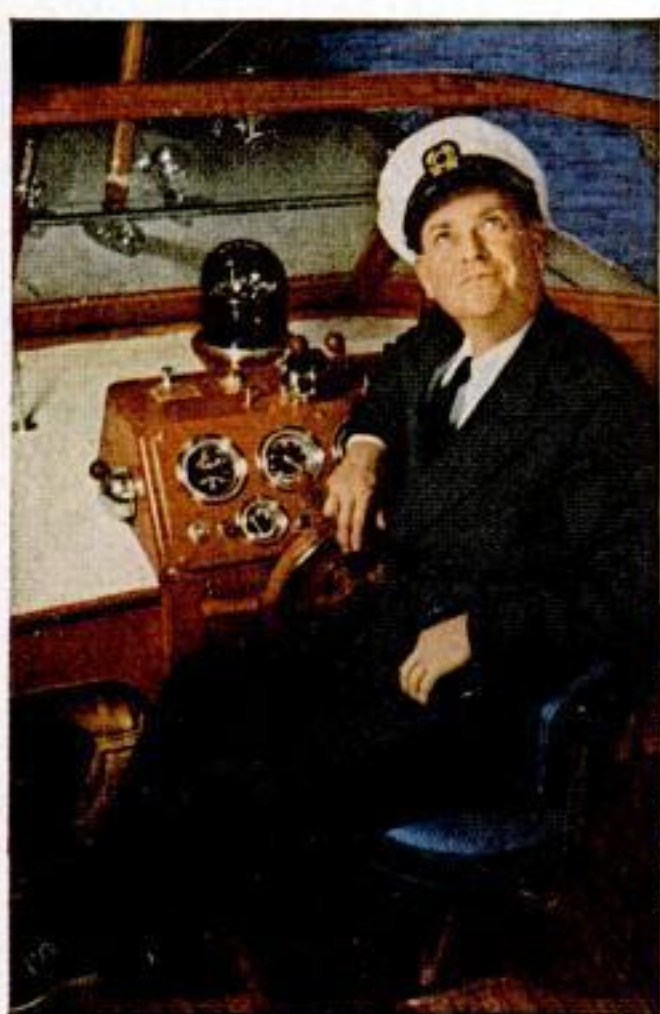
Man of Distinction . . .

Executive Vice President, Polaroid Corp.

It is for men who, like Mr. Booth, are distinguished by good taste and keen judgment, that Lord Calvert is *Custom Distilled*. The result is a perfection of flavor and lightness unmatched in any whiskey, anywhere. So jealously is its premium quality guarded that each bottle is numbered and recorded at the distillery. Try *Custom Distilled* Lord Calvert soon. It costs a little more, tastes a little better and adds a little more pleasure to living.



"Hal" Booth (shown checking Polaroid's delicate Shutter Speed Tester) worked his way through both law and engineering schools. He then joined a motion picture equipment company, rose to vice-president, finally came to Polaroid "out of sheer enthusiasm for its new camera".



The skill so evident in his handling of his 80 ft. diesel yacht, "Shrew", marks his business moves as well. He introduced Polaroid's picture-in-a-minute camera without a salesman on the road. Public demand was immediate!



Sales of Polaroid products, under his direction, have climbed to well over twenty-five million dollars a year. In his well-appointed home in Belmont, Massachusetts, Mr. Booth enjoys spending a quiet evening with his close friends, over a *Custom Distilled* Lord Calvert highball. Why not try Lord Calvert, yourself? One sip will convince you that the slight extra cost is an investment in added pleasure.



LORD CALVERT

Custom Distilled for Men of Distinction

BLENDED WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CALVERT DISTILLERS CORPORATION, NEW YORK CITY



MILWAUKEE MANAGER GRIMM RISES FROM DUGOUT TO GREET FANS FROM HOME. JUST ABOVE HIM IS MIAMI BEACH MAYOR SHAPIRO, RAISED IN MILWAUKEE

MILWAUKEE MOVES TO FLORIDA

The city's ardent baseball fans rush the season to watch their beloved Braves in spring training

PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE

The hottest love affair in American sports was in full and early bloom. The baseball fans of Milwaukee last year had celebrated the city's first year in the bigtime by setting a new National League attendance record. Now they just could not wait for the 1954 season to start and bring their beloved Braves to town. By the ardent impatient hundreds they poured into Bradenton, Fla. to gaze on the Braves in spring training and urge them on with pre-season rooting. Three hundred arrived in one group in a special train. Children came along, excused from classes on the promise that they would do their work while away from school. At the ball park the fans laid admiring siege to Manager Charlie Grimm to get his

autograph. They filled roll after roll of movie film with poses of their heroes. Even when the Braves played an exhibition in Miami, there was a crowd of Milwaukeeans (above) waiting with a big, encouraging sign.

On the basis of this civic infatuation the Braves' management expects to outdo even the fabulous first year's attendance of 1,825,000. With 8,300 seats being added to the new county stadium, they hope for an attendance of more than two million. A million tickets worth more than \$2 million have already been sold. Milwaukee's hotel owners, as optimistic as the fans, decided a month ago to accept no reservations for the first two weeks in October. They are saving their rooms for the World Series.



PUBLICITY CHIEF Davidson interviews Rookie Conley. Slogan demands enough wins for pennant.

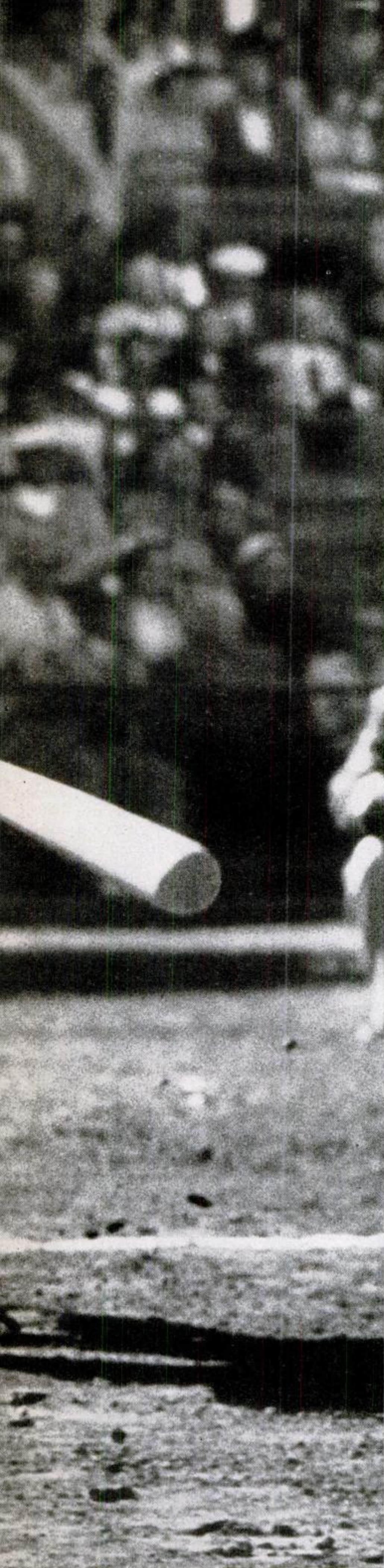


STAR'S BOY, Gregory Spahn, 5, wearing uniform just like his father's, follows Warren to clubhouse.

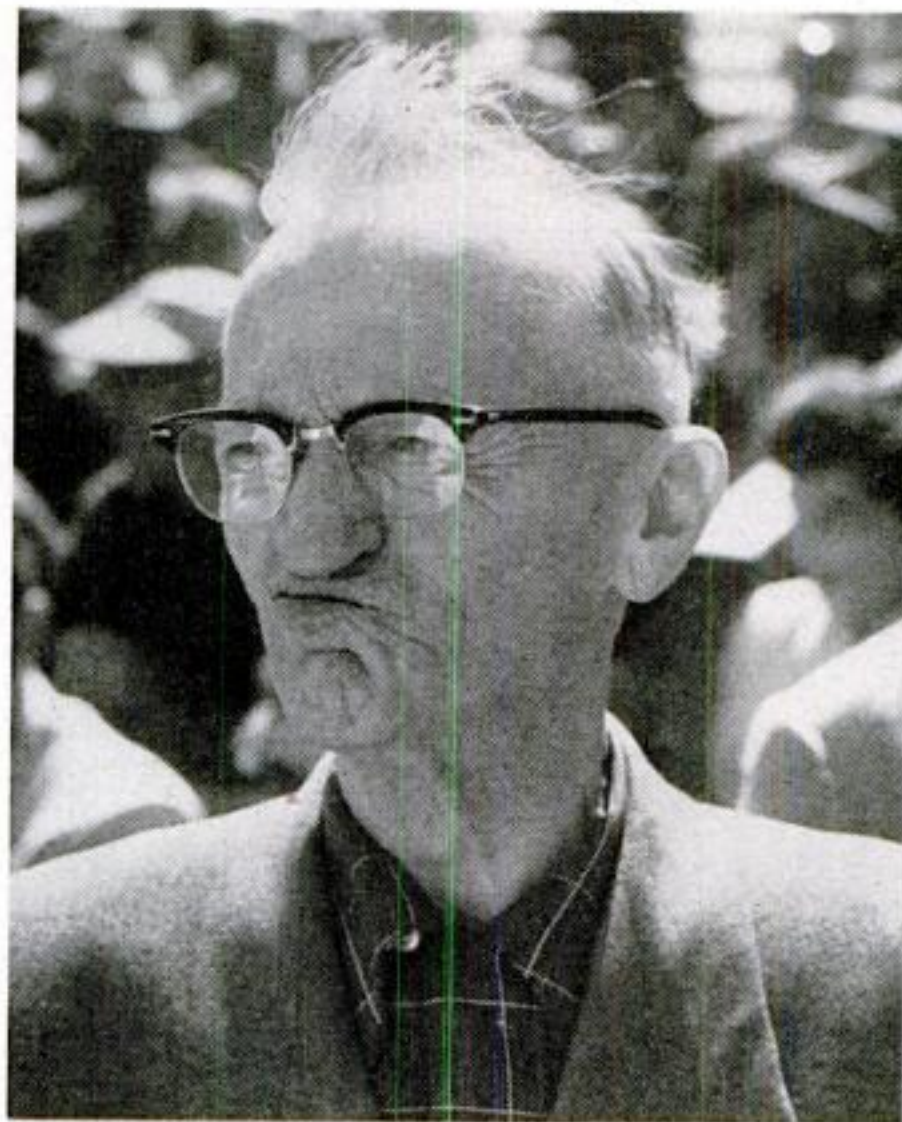


GIVING FANS AN EYEFUL, Bobby Thomson, who came to Braves from the New York Giants,

almost stumbles into his own bat after walloping the ball over the fence in a game against the Dodgers. A



few days later, sliding into second, he fractured his right ankle and will miss first weeks of the season.



POUTING WATCHER, Braves Ticket Salesman Charles Fichtner, grimaces studying fielders in drill.



PLEASED WATCHER, Milwaukee Banker R. J. Pittelkow, bought seats for all Braves' home games.

THE TEAM THEY SAW IS A TEAM TO WATCH

Young fans and old friends proudly watching the Braves in action saw a team that appears strong enough to keep all boosters in full voice all season. Eddie Mathews, 22, the National League's home-run leader (47 in 1953) was swinging mightily. Warren Spahn, star of a fine pitching staff, seemed to be in top form. Outfielder Bobby Thomson would bring new power when he recovered from his injury. The public relations director kept the fans back home informed, making tape recordings and sending them to every radio station in Wisconsin.

Manager Charlie Grimm, whose team finished in second place in 1953, likes his 1954 setup. "I've got a better first team and I've got a better bench. I've got an outfield that can go any place on any field and catch any ball." But he refuses to claim the pennant. "I'm optimistic," is all he would say, "very optimistic."



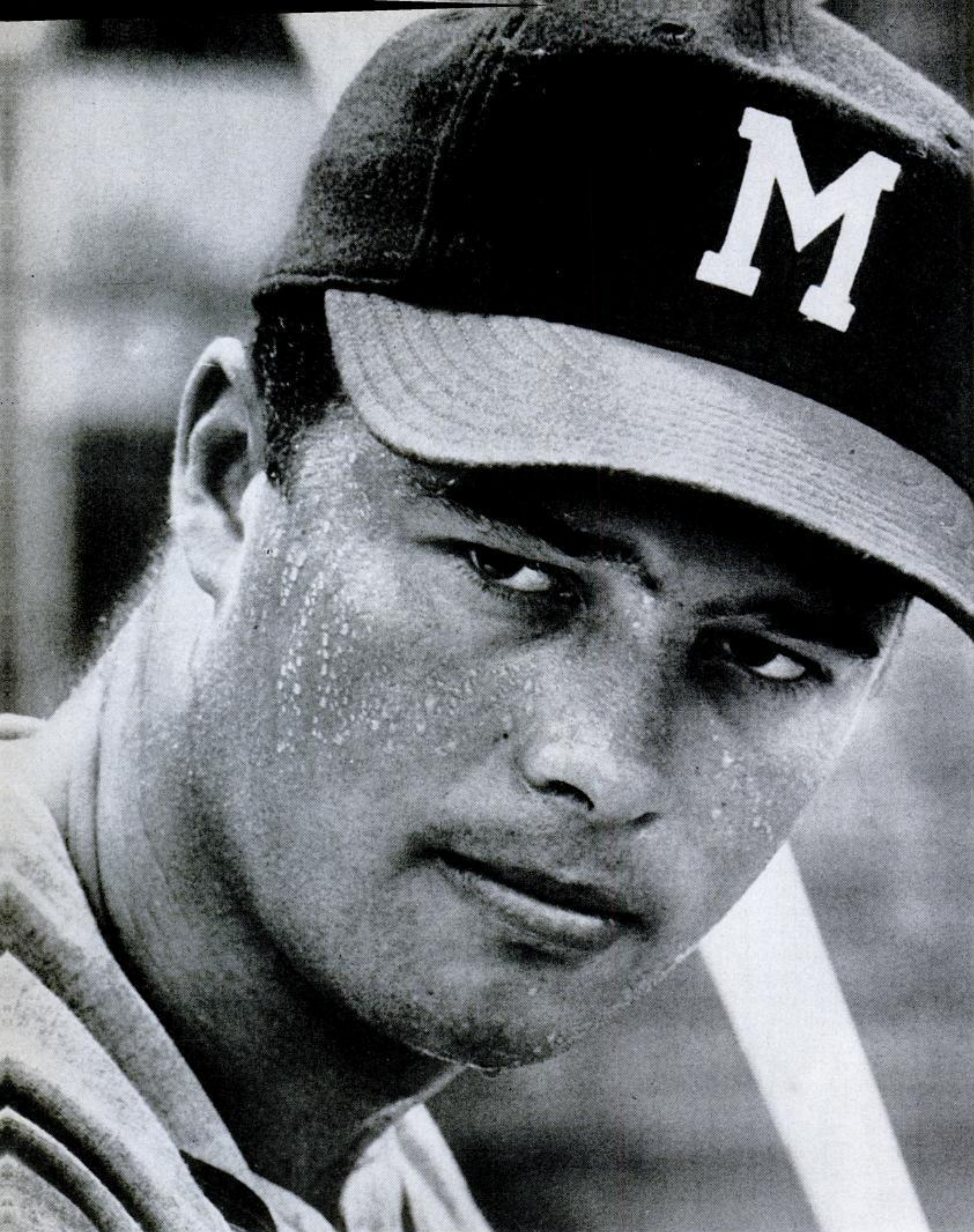
BACKSLAPPER, Ray Harrison, Janesville, Wis., pounds old friend Charlie Grimm on the shoulder.



GOGGLED EXPERT, Loren Berge, 9, wears the flannel uniform which Braves' management sells.



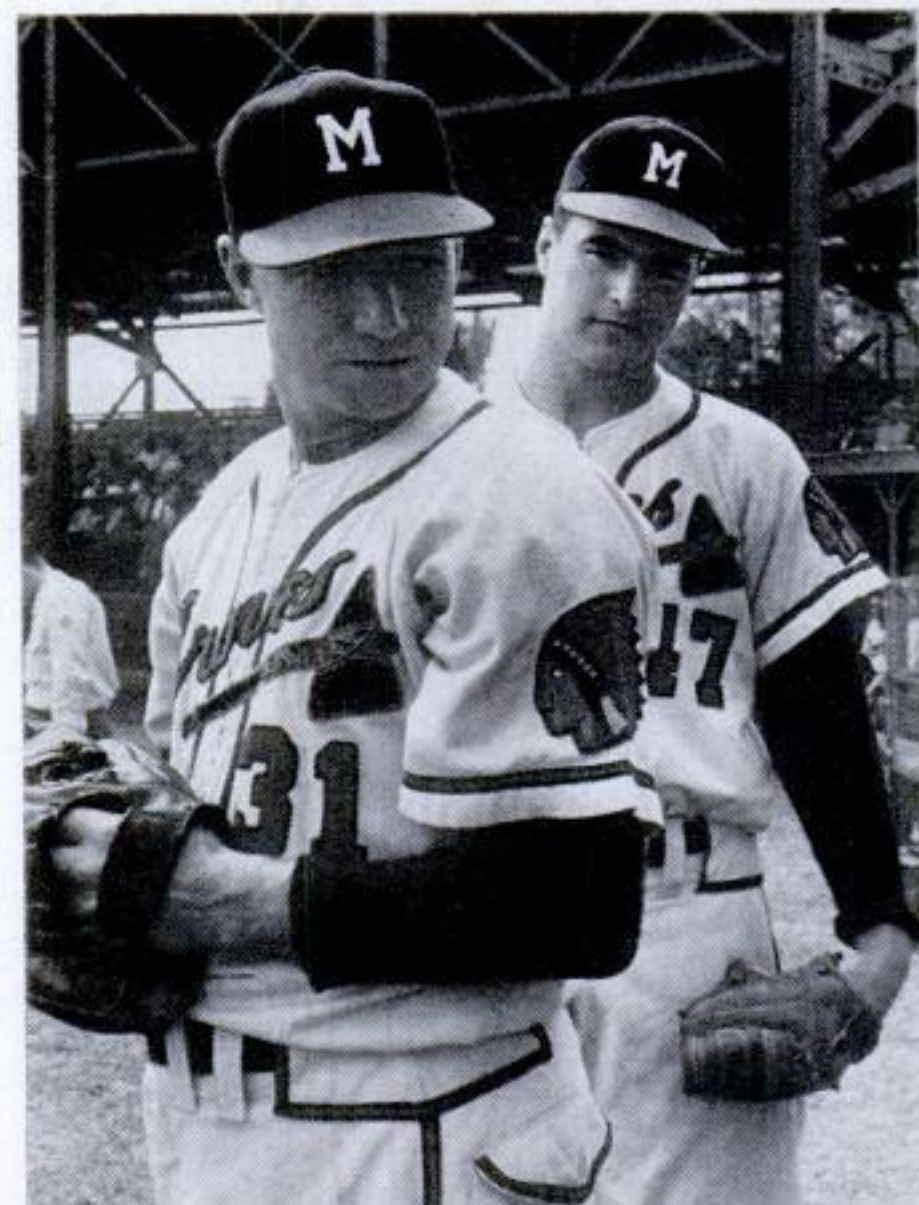
TOOTHLESS ADMIRER of Eddie Mathews, Pat Byrum, 7, clings to rail for close look at her favorite.



HOME-RUN CHAMPION Eddie Mathews, a star at 22, stands intent and sweating at plate during

hitting drill. He is hardest worker in Braves' camp, does special exercises in room to build up muscles.

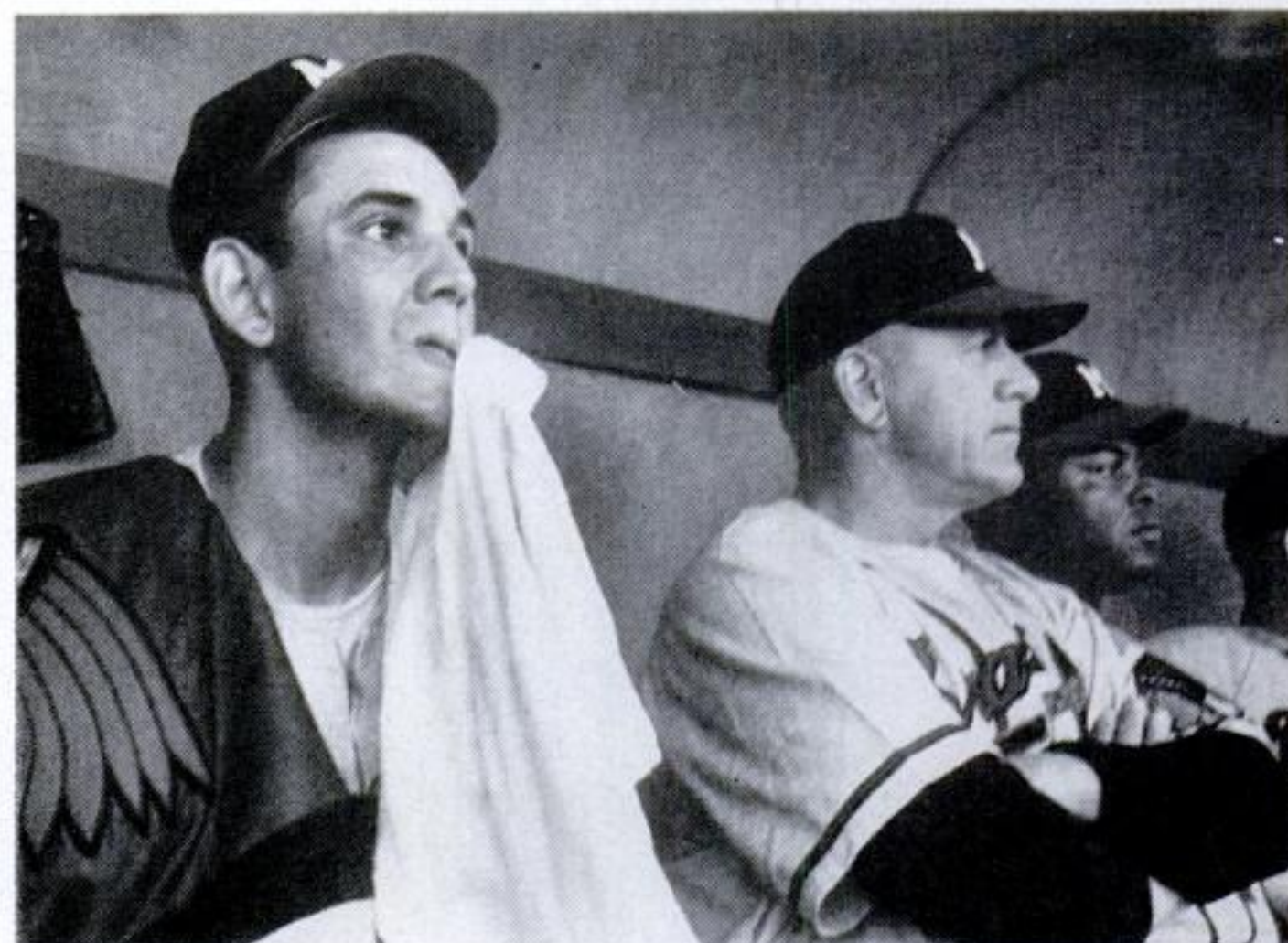
Braves CONTINUED



OLD PRO Bucky Walters teaches Joe Jay, 18, youngest pitcher in league, how to hold man on first.



NEGRO PLAYERS, together in the locker room, are Outfielders Bruton and Aaron, Catcher White.



TENSE ROOKIE, Pitcher Ray Crone, wipes brow after being taken out of game against Brooklyn by Manager Grimm (*right*). On next assignment he struck out six.

TEAM CAPTAIN, Catcher Del Crandall (No. 1), tells players the new signals for exhibition games.

CONTINUED ON PAGE 146

SHOCKING TEST IN HOBOKEN!

Rugged Royal Portable reaches new high in typewriter endurance!

June 16, 1953 dawned as a day of doubt in Hoboken, New Jersey, at United States Testing Laboratory.

That day a stock model Royal Portable was started typing night and day at 100 words a minute. "For how long?" queried U. S. Testing.

"We don't know," replied Royal executives. "It's never been done before."

The thermometer inched into the 90's, and June became July. Throngs swarmed to the beaches over weekends. Sweltering families sought the mountains of Vermont, New Hampshire, Pennsylvania. August came.

Still the stock model Royal Portable was beating out 100 words a minute, day in, day out.

And as Labor Day signaled the long trek back to work and

cooler weather, the mechanical typist to which the Royal was hitched kept up the punishment.

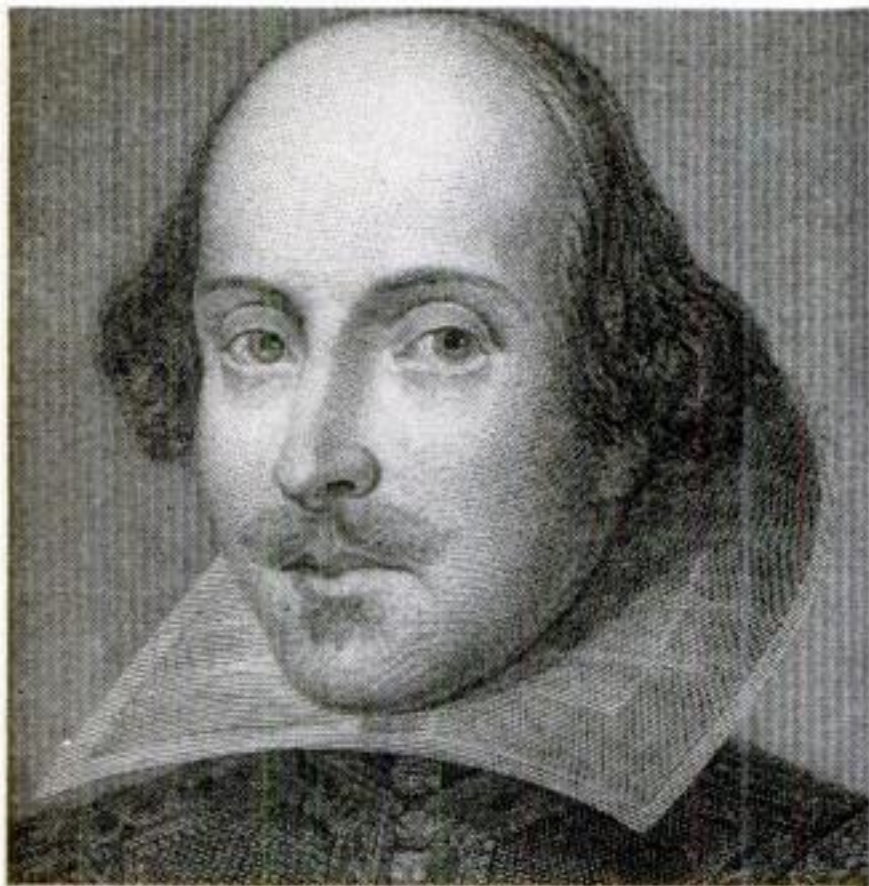
For 2000 grueling hours the typewriter had run and still no breakdowns! 2000 punishing hours! 12 million words! The equivalent of 96 years of typing, if you typed a 400-word letter a day every day in the year.

The "96-Year Test"* proves that Royal is rugged—the typewriter of a lifetime for a lifetime. In short, the typewriter for *you!*

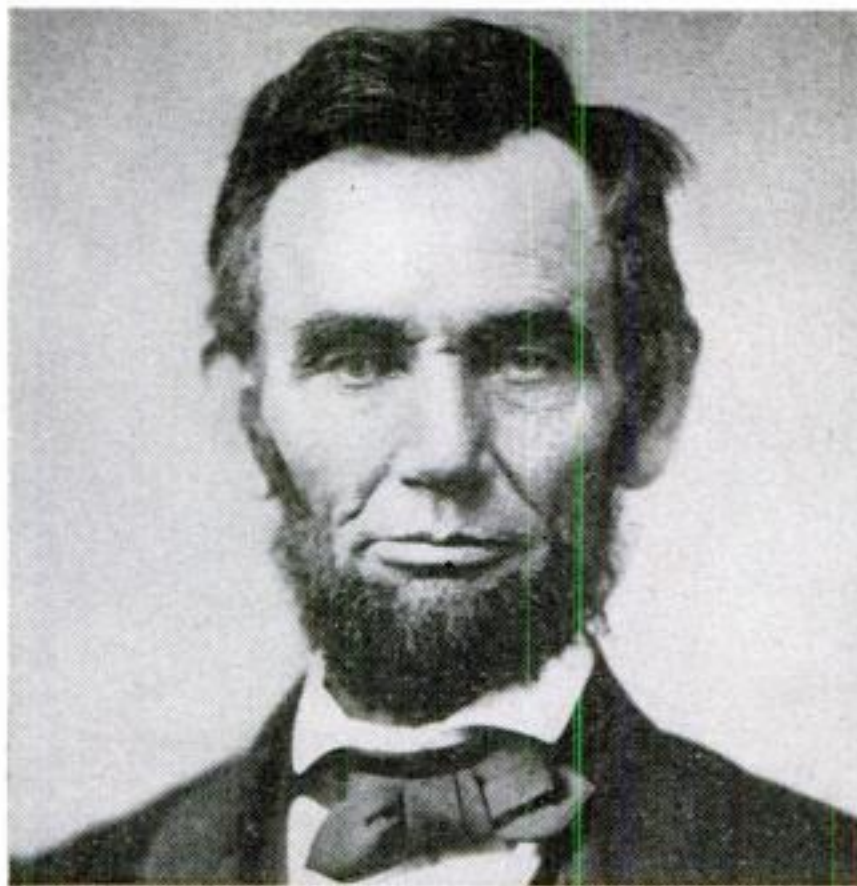
Has any other typewriter ever proved that you, the buyer, get all the breaks *with such a test as this?*

To own a Royal Portable, the standard typewriter in portable size, costs only \$9.95 down with 18 months to pay. Liberal trade-ins from your Royal Portable dealer.

*Test Number E-6998, Oct. 14, 1953



William Shakespeare would have to have written 14 times as many words as he did to equal those written by the stock model Royal. Think of it! The stock model wrote in 4 months nearly 14 times 750,000 words.



Abraham Lincoln wrote about one million words in his lifetime. The Royal Portable wrote 12 times as many! How many years would it take you to *read*, not write, this many words?



New Speed Selector • Speed Spacer • New Carriage Controls • Visible Tab Set • New Color Combinations • Push Button Top • Greater Paper Capacity • Fiberglass-plastic Carrying Case *plus* Royal's famous "Magic" Margin • Office typewriter keyboard in size, shape, and placement of keys.

Try the new rugged **ROYAL**® portable

"Magic" is a registered trade-mark
of the Royal Typewriter Company, Inc.

—the typewriter of a lifetime for a lifetime



SQUIRTING THOUGHTFULLY, Manager Grimm sits in Bradenton ball park chewing tobacco, watching activity on ball field with a sharp eye. Grimm mostly

sits or stands around, studying performances, deciding who to keep and who to send back to the minors. He leaves specialized instructions to his three coaches.

HISTORIC SUCCESS FOR CELEBRATED OLD CROW!



DANIEL WEBSTER AND GEN. SAM HOUSTON MEET OVER A BOTTLE OF OLD CROW

When Texas' greatest hero, Gen. Sam Houston, and silver-tongued orator Daniel Webster met, it was always a special occasion. Often, these meetings were held in the pleasant company of Old Crow—the bourbon Webster called "the finest in the world."

Old Crow has traditionally been the favorite of America's great men. To learn the reason for this you need only try world-famous Old Crow tonight—and discover its distinctive pleasures yourself.



JAMES CROW

His Old Crow bourbon put Kentucky whiskey on the map

During the 1820's, James Crow's scientific methods revolutionized whiskey-making in Kentucky, making him the father of modern distilling. Today, a great modern distillery stands on the original site of his log cabin, continuing to produce the most celebrated bourbon that has ever been distilled.

Milder, lower-priced 86 Proof bottling, companion to world-famous 100 Proof Bottled in Bond, wins great following throughout the land!

History was made the day that Old Crow took a most important step in introducing a lighter, 86 Proof bottling as a companion to its traditional Bottled in Bond. Now, just a few months later, history is being made again and you, the whiskey-buying public, are making it.

New thousands of you are asking for Old Crow every day. New thousands of you everywhere are finding in the outstanding quality and unique taste of Old Crow the reasons for its leadership.

Leadership is a tradition with Old Crow; success

a habit acquired back in the days of the pioneers. They were the first to beat a path to James Crow's door. For it was in his tiny distillery where Crow experimented tirelessly, that his goal of producing the perfect run of whiskey was finally achieved.

In 1954, as in the past century, the path to the ultimate in bourbon enjoyment is the path that leads you to your favorite liquor retailer. Whether you prefer the traditional 100 Proof Bottled in Bond, or the lighter, milder, 86 Proof bottling, you will enjoy the finest Kentucky bourbon ever put into glass.



HENRY CLAY

He ordered James Crow's whiskey for his home in Washington

Senators Henry Clay and Daniel Webster were in accord on the superiority of Old Crow. A barrel of James Crow's remarkable bourbon invariably accompanied Clay on his return from Kentucky to the capital.

Planters returned to Deep South with barrels of James Crow's whiskey

Southern planters vacationing "up North" in Kentucky agreed that Crow's whiskey was overwhelmingly superior to any they had tasted before. Today, throughout the land, Old Crow remains unmatched—the standard of bourbon perfection.

NOW—TWO GREAT BOTTLINGS!

86 PROOF

Kentucky Straight Bourbon Whiskey

Celebrated Old Crow—lighter, milder and lower in price than the 100 Proof Bottled in Bond

★ ★ ★

BOTTLED IN BOND

100 PROOF

Kentucky Straight Bourbon Whiskey

The most famous of bonded bourbons available as usual



OLD CROW
"The Greatest Name in Bourbon"

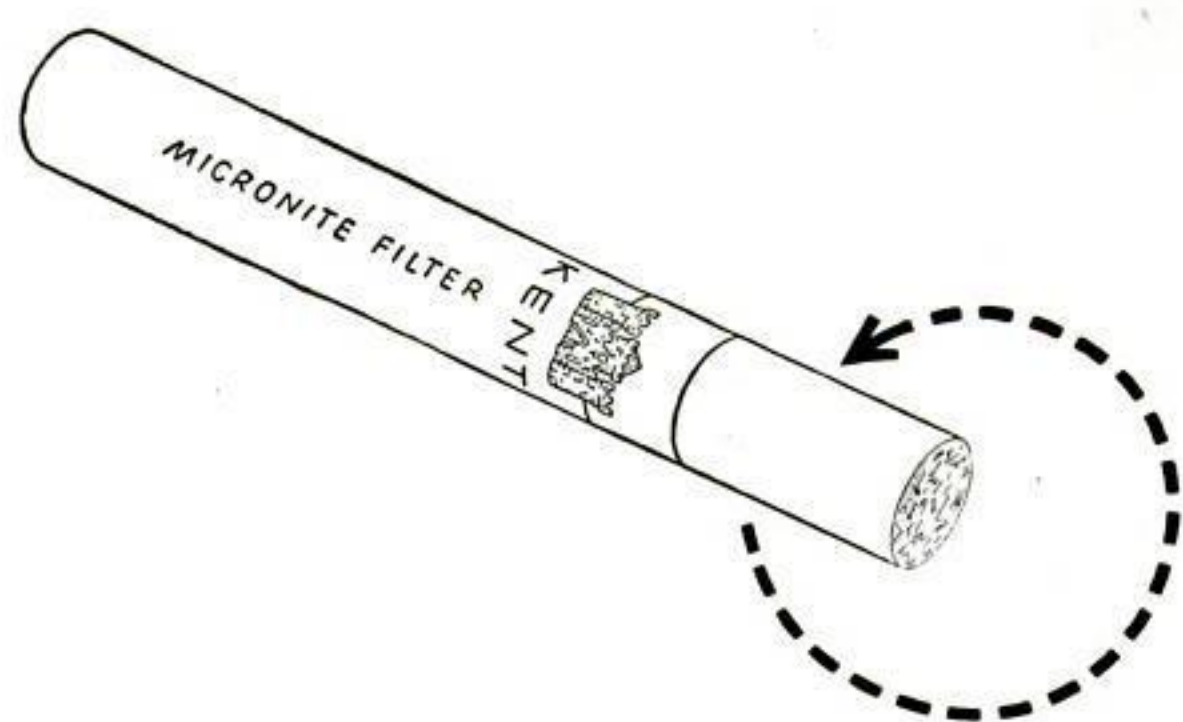


THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

If you're the **1** in every **3** smokers who



Look at **Kent's** proof of
and see why you



Yes! Look! KENT—and KENT alone—has the pure, safe, dust-free MICRONITE FILTER that removes far more tars and nicotine than any other filter cigarette—king size or regular, old or new.

And Look Again! See for yourself KENT's amazing proof of greater protection—proof so important to the 1 out of 3 cigarette smokers medical reports say is sensitive to tars and nicotine!

Enjoy **KENT** with exclusive
Micronite Filter...the greatest

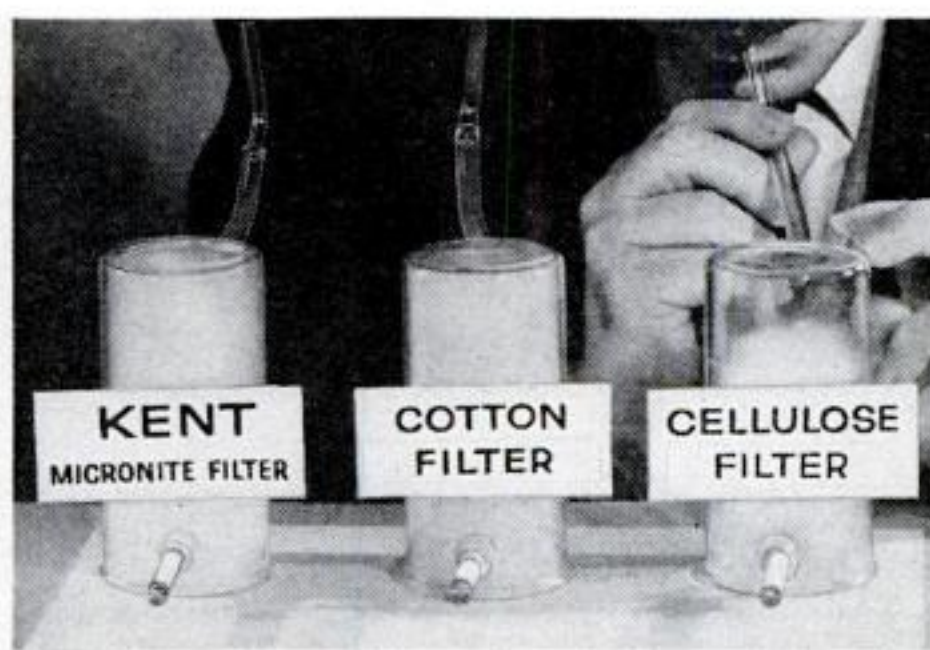
needs protection against tars and nicotine...



greatest filter protection should change to Kent!



1. To show you visual proof of the greater effectiveness of KENT's Micronite Filter over other types of filter cigarettes—three special glasses made with tubes through which smoke can be drawn are set on a sheet of plain white paper ...



2. Smoke from KENT is drawn into one glass; smoke from a cotton type filter cigarette into the second glass; smoke from a cellulose type filter cigarette into the third glass. Notice that the smoke is drawn into the glasses just as it would enter your mouth ...



3. When the tar particles and nicotine have settled, you can see the stains left by the irritants in the smoke of the other types of filter cigarettes—see, too, there's scarcely a trace from new KENT ... visual proof that KENT removes far more tars and nicotine.

filter protection in cigarette history!

"Kent" and "Micronite" are registered trademarks of P. Lorillard Company



THE PRESIDENT'S RELIGIOUS FAITH

**It is a simple belief in 'moral and spiritual values, honesty, decency and fairness.'
An eminent Protestant theologian asks: are there any better guideposts for today?**

by PAUL HUTCHINSON

GOD, says the unwritten glossary of American politics, is a word in the last paragraph of a political speech. But Dwight D. Eisenhower made it the first official word he spoke as President of the United States. The innovation caught by surprise those who had just watched him take his oath of office. As the new President lifted his hand from the two Bibles on which he had sworn and turned to face the crowd around the inaugural stand, instead of the expected policy speech he began to lead the nation in prayer: "Almighty God . . ."

Uttered by some men, a prayer inserted at that moment would have sounded like a calculated play to the churchgoing galleries. This prayer did not. It was too direct, too faulty in diction (ritualists could grimace at "Thou will") to be anything but what it was, the intuitive expression of a humble man who, in assuming tasks new to his experience, acknowledged his need for divine aid.

What does religion mean to President Eisenhower? A reporter who interviewed him shortly before he became president of Columbia University quoted him as saying, "I am the most intensely religious man I know." What did he mean? He attends church more frequently than most of his predecessors. He goes to prayer-meeting breakfasts. His cabinet sessions begin with prayer. He is never too busy to receive church delegations, and several of his most important speeches have been delivered at church gatherings. Are these things the reflection of an intensely religious man? Or do they bespeak no more than an appreciation of the importance of the church vote?

Cynics will prefer the latter interpretation. Why is it, they will ask, that the President's emphasis on religion was so inconspicuous before the presidential bug bit? No one noticed any particular religious concern in Dwight D. Eisenhower from his days as a West Point cadet to the time he became a five-star general. As soon as the presidency became a possibility, however, his speeches began to be sprinkled with references to the "moral and spiritual" underpinnings of the republic. One of his first acts just before entering the White House was to join a church. What is this, his countrymen familiar with the ways of politics may ask, but another politician's resort to the religious racket?

An attempt to assess the President's religion may seem an invasion not merely of privacy, but of the deepest privacy which every sensitive man wants to hide from vulgar curiosity. But President Eisenhower has hammered so hard on the importance of religion that there is a legitimate public interest. When he employs the vocabulary of religion, is that something adopted for policy's sake or an honest expression of his most deeply held beliefs? And what are those beliefs?

To understand this President who insists that for his nation faith in God "is our surest strength, our greatest resource," one must start where he started—among the River Brethren in Abilene, Kan. The story of his family background has been told before, but it cannot be left out here. His career has brought him familiarity with courts and rulers and the ways of the world's mighty. Yet again and again, as he wrestles with the requirements of the presidency, Abilene shows through. Its mark is plain on him. Most of the time it helps to steady his thinking and give his leadership confident direction. Occasionally it betrays him into a belief that some problems are simpler than they are and their solutions more quickly to be found.

President Eisenhower's grandfather, Jacob F. Eisenhower, a minister of the Brethren in Christ Church, late in the 1870s was a leader in a mass migration of that faith from rich farmlands in Pennsylvania to the newly surveyed wheat farms of central Kansas. Abilene, where

the migrants debarked, was the northern end of the Chisholm Trail over which great herds of longhorns came to this Kansas railhead.

The Brethren in Christ are one of the almost innumerable bodies which stem from the Anabaptist movements of the Reformation period. Whether they should be reckoned with the Mennonite or the Dunkard branches of that movement is a question on which they themselves are divided. Having felt the heavy hand of Lutheran and Calvinist persecution, the Anabaptists, after scurrying from one delusive refuge to another in Germany, Switzerland and Holland, finally sought the sanctuary William Penn had opened for dissenters in the North American colonies. The first Eisenhower arrived from Holland in Philadelphia in 1741 and gravitated into the Mennonite farming colony which was developing along the Susquehanna River.

The first congregation of the Brethren in Christ was formed during the Revolutionary War. It met in a Lancaster County farmhouse on the banks of the Susquehanna, and so its adherents came to be known as River Brethren. That name sufficed until the mid-19th Century; even today one seldom hears the body referred to by its legal title. What caused this little band to split off from their Mennonite brethren is pretty well lost in the unkept records of the 18th Century congregations. Splits have been so numerous among the Mennonites and Dunkards that few show any curiosity about their origins.

In the main, an outsider today observes no perceptible difference between the River Brethren and the stricter sects of Mennonites and Dunkards. All belong in the company of "the plain people" who, by simplicity of dress as well as rigidity of conduct, seek to show their "separation from the world." The River Brethren no longer place the emphasis on details of clothing they once did, though many of the little bonnets, the modern adaptation of the original Mennonite women's "prayer veiling," can still be seen on the streets of Abilene.

Rituals of the River Brethren

AMONG the rituals the River Brethren practice in common with Mennonite and Dunkard bodies are foot washing, the "holy kiss," a communal version of the Lord's Supper, and a "dedication of infants" akin to baptism. Strict Sabbath observance is enjoined. Marriage is indissoluble except by death. No member in good standing may raise or use tobacco. Neither may members join secret societies; until 1927 they were prohibited from taking out insurance. The River Brethren tithe. Their congregations are conducted at a minimum of cost, for their clergy engage in secular occupations to support themselves. But their strict application of the rule that a tenth of all income must be given to the Lord makes it possible for this tiny denomination, with less than 8,000 members scattered on farms and in small towns in widely separated parts of the U.S. and Canada, to support five missions in Africa, four in India and 35 in underchurching communities in this country.

There is still another tenet the River Brethren hold with tenacity. They are pacifists. In personal conduct they hold that the Sermon on the Mount enjoins complete nonresistance on Christians. So far, in fact, do they believe the activities and policies of states diverge from the Christian norm, that only of late years have they consented that their members should vote. Some Mennonite circles still debate whether their members can conscientiously hold public office. In time of war, or whenever the state imposes a draft, their young men are expected to apply for conscientious objector status.

This is the Mennonite and River Brethren teaching. Statistics from World War II indicate, however, that the pacifism of the

"peace churches"—and the Quakers—no longer influences many of their young men. It is interesting to discover how many of the Eisenhower relatives in Pennsylvania Dutch country went off to the Revolutionary and Civil Wars. The President had a great-grandfather who served in the Union cavalry.

To assess the President's religion, one must bear in mind this pietistic background. Also, one needs a good deal of Eisenhower family background. So we turn again to Jacob Eisenhower. Jacob must not be thought of as an impoverished farmer looking for better land or as a religious enthusiast hunting for some untarnished spot in which to build utopia. He was a solid, prosperous, God-fearing man. He lived in the biggest house in Elizabethtown—built big so that the lower floor could be used for church services—and sold out at a price which enabled him to buy a wide spread of farms around the little town of Hope, near Abilene, for which he paid \$1,200 a quarter-section. The Elizabethtown migrants, according to a newspaper estimate at the time, took west 15 freight carloads of household goods and at least \$500,000 in cash.

President Eisenhower has said that he can sympathize with the difficulties of farmers because his own family lost its wealth to Kansas drought and grasshoppers. In part, it did. But that was not the whole story. Old Jacob, in the Mennonite tradition, having prospered on the land, intended that his children should live on it. But his son David did not want to be a farmer. All his life—until the old man died—he seems to have had to fight for the right



DR. HUTCHINSON

THE AUTHOR

An ordained Methodist minister, Dr. Paul Hutchinson is editor of the nonsectarian *Christian Century*, the nation's leading Protestant magazine. Dr. Hutchinson's study of the President's religious beliefs, a long-term project that has taken him from Washington to Abilene, will appear in the *Christian Century's* issue of March 24.

to order his own life. After a year at college, ended by his marriage, he formed a partnership with another man and opened a store in Hope. It was about as much bank as general store. There are divergent accounts of what happened, but in any event the enterprise failed.

The son who had balked at farming had now lost everything. Hints may be heard around Abilene, where the River Brethren who remember the pioneer Eisenhowers are not given to gossip, that the stern old preacher-farmer never forgot it. In any case, David Eisenhower and his wife and his two small boys moved from the ruin of their prospects at Hope to Denison, Texas. There the father found work in the "Katy" railroad roundhouse. He always liked to be around machinery; the diploma he later won from the International Correspondence Schools as a "stationary engineer" still hangs on the wall in the Abilene home.

The little family stayed in Denison just about long enough for a third son—originally David Dwight—to make his appearance. Before this infant was a year old the family was back in Kansas. Hard pressed by the needs of his rapidly increasing tribe, the father seems to have been glad to exchange the precarious independence of Texas for the inconspicuous security of a job in a creamery in Abilene owned by the River Brethren.

A sentimentalized picture of the President's mother has been drawn by writers who saw her only when she was past 80, after her son had won fame. In it she sits quietly, a sort of prairie version of Whistler's mother, frail, white-haired-and-capped, benign and passive. It is a caricature. Ida Stover Eisenhower was a compact, wiry, indefatigable bundle of nervous energy with a will of iron. The term William Allen White applied to his Kansas mother fitted her equally well: she was "a captain."

"Father was the disciplinarian," one of the sons said to me, "but otherwise he was a quiet, gentle man who avoided conflicts and would subordinate his views rather than become involved in argument. Mother was the determined one." There are old ladies in Abilene who use even more rugged adjectives when they recall her.

CONTINUED ON PAGE 154



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FAMILY BIBLE, with its entries of births and deaths, lies on a corner table in the Eisenhower home at Abilene beside a portrait of Ike's son John.

THE PRESIDENT'S RELIGION CONTINUED

The President's mother grew up in the Shenandoah Valley and showed a deep interest in religion from her earliest years. The Lutheran Church at Mount Sidney, near Staunton, Va., proudly displays Sunday-school records which state that as a girl she memorized 1,365 Bible verses in six months, a feat that has never been equaled in that congregation. After she had lost her parents and gone to Kansas, where her brother had settled on a farm near Topeka, she found it easy to make the transition to the Bible-quoting community of River Brethren into which her husband introduced her.

The life of the Eisenhowers in Abilene did not differ much from that of most middle-class families in the corn- and wheat-belt states around the turn of the century. Six sons survived childhood; their careers testify to the effectiveness of the parental discipline. "We were very poor," General Eisenhower reminded his Abilene townsmen on the day he launched his campaign for the presidential nomination. Then he hastened to add, "The glory of America is that we didn't know it. . . ."

Of course the boys didn't know it. They lived in a comfortable eight-room house, such as are to be seen by thousands on the tree-shaded residential streets in every prairie county-seat town. The boys not only mingled in every social and scholastic event the town afforded, but as they grew older three of them—Edgar ("Big Ike"), Dwight ("Little Ike") and Earl ("Red Ike")—became high school athletic heroes.

Religion was the center of Eisenhower family life. It was a Biblically literalistic religion. "All the Eisenhowers," one of the brothers has remarked, "are fundamentalists." This is so in the sense that for them all the Bible was the one authoritative guide, read every morning at family prayers, quoted again and again when family decisions were in the making. Both father and mother could quote the Bible almost from beginning to end. If they had any vanity, it lay in their ability to quote it verbatim. They owned a concordance, but the sons remember that on the rare occasions when reference to it became necessary, both the parents were almost furtive in seeking its aid.

"Their Bibles," the General recalled, "were a live and lusty influence in their lives. There was nothing sad about their religion. They believed in it with a happiness and a contentment that all would be well if a man would take the cards that he had been dealt in this world and play them to the best of his ability." The figure of speech betrayed that the son had been away from home a good many years; but his recollection had not dimmed.

Discipline and revolt

IN such a household the world was seen in clear and simple patterns. Sometimes too clear, too simple. It was a place inhabited by good people and bad people, who performed good deeds and bad. There was never any difficulty about distinguishing between the good and the bad—people or deeds. The parents' ambition for their sons was that they should become "good" men. To this end their mother found far more satisfaction in her confidence that they were "dependable" than in any eminence they attained. The family discipline, which involved a steady discharge of chores that



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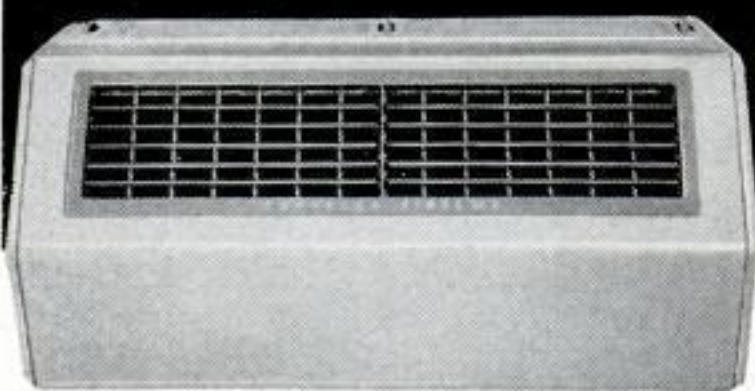
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PACIFIST AND HER SON have a reunion in 1945. In spite of Ida Eisenhower's hatred of armies, she understood her son's belief in his "crusade."

THE PRESIDENT'S RELIGION CONTINUED

began at 5 in the morning for the boy whose turn it was to start the fires, imposed on the sons the personal rules to be expected in such a household—daily attendance at family prayers, regular attendance at the River Brethren Sunday school, no smoking, no drinking, good marks in school, bed by 9.

It should not be inferred that the Eisenhower boys conformed without resistance. Their careers show how soon and how largely they freed themselves from the pietistic pattern. Even in his teens, when "Little Ike" was part of the high school athletic crowd, hanging out with his cronies in the spots where Abilene's sporting population congregated, there were signs of revolt against the moralistic standards of his home. During school vacations he spelled his father on the night shift at the creamery; some of his old companions recall poker sessions in that safe retreat when the youthful Eisenhower laid the foundations for his later repudiation of the Army's most accomplished bridge players.

Such was the environment from which Dwight Eisenhower went to West Point. But the very fact that he went to West Point raises an inescapable question in the assessment of his religion. Did that act involve him in a break with his pacifist parents? Was it, both actually and symbolically, a repudiation of the culture out of which he sprang and in which he had been nurtured?

The evidence is conflicting. On the surface there certainly was nothing to suggest any tension between the cadet and the life he left behind. One reason was that his father had been adamant in maintaining that each of his sons should be free to make his own decisions. In that undoubtedly he reflected resentment at the way in which old Jacob had tried to rule him. When his son sought an appointment to the Military Academy, in the father's eyes he had a right to his own choice of profession. The mother, whose pacifist convictions were held more passionately, accepted the father's acceptance. There was no discernible break; the strong bonds of affection between mother and son never weakened. The tribute the soldier-son later paid to "the extraordinary virtues of our parents" came from his heart.

But below the surface was there tension? The mother, whose horror of war dated from her girlhood memories of the Shenandoah Valley ravaged by Phil Sheridan, was too convinced a pacifist ever to have been comfortable at the sight of a son in uniform, no matter how many stars there were on his shoulders. The President's first cousin, the Reverend Roy Ivan Witter, a bishop among the River Brethren who also serves as pastor of the church in Hope where Grandfather Eisenhower preached, tells of an encounter with "Aunt Ida" not long before her death in 1946.

"They tell me how proud I should be of Dwight," he reports the by then "Kansas Mother of the Year" as saying. "They don't know that after they have left, I go away and cry." The bishop believes there were times when, in conversation with her son, she was bluntly critical of his career. If so, it was between herself and Dwight. Other members of the family never heard her reproach him. But in Abilene those who knew her are sure that she never abated her belief that wars are sinful and those who fight them are in what she called "the devil's business." All that is certainly known is that, regarding war and a military career, the mother

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believed one thing and the son another. Yet neither wavered in affection for the other.

There can be no doubt, however, that the President's mother became more deeply committed to her pacifism as she grew older. The evidence is to be seen in her withdrawal from the River Brethren to become a Jehovah's Witness. This development was something concerning which her sons do not like to talk much. They tend to attribute it to advancing years (though she was only 38) and to the influence of a woman companion who was a personification of Witness missionary zeal. Whatever the causes—and they may have been no more than the vulnerability to Witnesses' doctrine of a biblical literalist—this woman of iron determination cast her lot with a millennial sect.

Whether the President's father ever joined the Witnesses is disputed. River Brethren—the President's bishop cousin among them—say that he did but that before his death he returned to their fold. The sons deny that he went beyond satisfying his wife by accompanying her to Witness meetings. When he died, shortly after Pearl Harbor while his third son was so new to his Pentagon post as chief of war plans that he could not leave Washington, his funeral services were read by a Witness. If there was incongruity, it was no more than marked the mother's funeral four years later, when a chaplain lieutenant colonel officiated (and did it with fine perception), while the pallbearers who bore the unyielding pacifist to her grave wore uniforms and the caps of the American Legion and the Veterans of Foreign Wars.

So the son of a community of pacifist dissenters went to that factory of military conformity, West Point. Probably none of his classmates ever sensed an inner tension in him between the tradition in which he had grown up and the career he had chosen. Yet he has himself revealed that it was there, for he was later to acknowledge before a church group that he had been irked by the assumption that his profession was the antithesis of the clerical calling. "I used to uphold with very great vehemence," he said, "the theory that we [soldiers and clergymen] were identical in our purposes." He explained that they had a common "dedication" to "the dignity of man and, therefore . . . the glory of God." Where did he find himself compelled to defend such a thesis? Surely not at the Military Academy or in his later Army associations. It must have been back in Abilene . . . and in his own mind.

Shedding the outer marks

AT the Point, Cadet Eisenhower gave no indication of any great interest in matters religious. His attendance at the non-sectarian chapel services was like that of any other Protestant cadet. He is not remembered for having done any of the things by which cadets express their religious loyalties—teaching Sunday-school class, participating in a Bible study group, serving in the Y.M.C.A. cabinet. His conduct record was below average. At graduation he stood 95th in conduct in a class of 164. He was, in brief, a mine-run cadet—somewhat prominent as an athlete, popular for his good fellowship—who rapidly shed the outer marks of his boyhood environment and took on the polished stance the Academy gives the boy it turns into "an officer and a gentleman."

It was not different after he was commissioned. Once in a while he attended church services at the various posts to which he was assigned, but his interest was nominal. Marriage brought no change, though Mrs. Eisenhower had shared in the usual youth activities of the Presbyterian Church in Denver in which she grew up. Sorrow hit the young couple early and hard when their first child, Dwight Doud, died suddenly in infancy. The scars from that wound took a long time to heal, but neither parent seems to have found, or even sought, any particular solace in religion. Through all these years, from 1915 when he left West Point until 1942 when he became commander in North Africa, Dwight D. Eisenhower was to all appearances just an officer making the normal advance through the ranks, thinking little—or at least saying little—about the reasons why he might one day have to order men to sacrifice their lives.

It was high command which forced Eisenhower to face the justifications for his calling. By what right did his country draft men, or even call on them to volunteer, for military service? By what right did he, or any other commander, send them into the perils of battle? In his post of supreme responsibility he found himself under an implacable pressure to answer those questions.

The answer became, and remains, Eisenhower's religion. "I believe," he has said, "that every soldier—every American soldier, at least—who seeks to find within his own soul some reason for being on the battlefield, for enduring the things he has to

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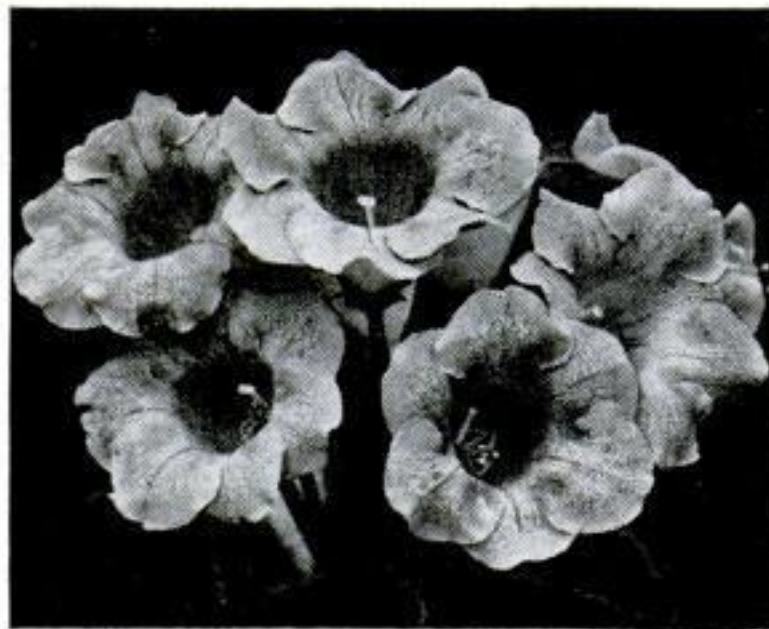


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THE PRESIDENT'S RELIGION CONTINUED

endure there, in the long run has got to fix this relationship [to the service of God] in his own mind."

The war became for Eisenhower what he was later to call it in the title of his book—a crusade. By its end, the pattern in his mind was clear. Men fought for freedom, which was something that their status as children of God made of supreme worth as the badge of their dignity. The Allied nations were fighting for the future of democracy, a political concept which made no sense apart from the reliability of its religious foundations.

To the "whys" raised by the responsibilities of high command, he worked out an answer to which he gave most memorable expression in his Guildhall speech, a month after the German surrender, "... we should turn to those inner things—call them what you will—I mean those intangibles that are the real treasures free men possess. To preserve his freedom of worship, his equality before law, his liberty to speak and act as he sees fit, subject only to provisions that he trespass not upon similar rights of others—a Londoner will fight. So will a citizen of Abilene." Was there significance in his confidence that this justification for the war would convince Abilene?

While Eisenhower was in Berlin during the era of good feeling that followed V-E Day, the Russian commander, Marshal Zhukov, asked him to explain the American philosophy of government. Eisenhower began by tracing the development from the Magna Carta, through the American and French Revolutions and the writing of the American Constitution, all defining principles of the dignity of man, the rights of man, individual freedom as the supreme good to be protected by government. Zhukov objected that this was actually an appeal to man's self-interest, and hence to his basest impulses. Eisenhower was about to reply that all these ideas are products of the Judeo-Christian tradition, resting on belief in a God who holds all men of supreme worth. But, he said later, "What was the use of me talking to Zhukov about that? Religion, he had been taught, was the opiate of the people."

The ideas credited to Eisenhower then are ideas to which he often recurs today. In a luncheon talk last November he said, "The Magna Carta, our Declaration of Independence and the French Declaration of the Rights of Man were certainly nothing less than the attempt on the part of men to state that in their government there would be recognized the principle of the equality of man, the dignity of man. That is a completely false premise unless we recognize the Supreme Being in front of whom we are all equal."

Sometimes this insistence on the religious ground for his political faith carries the President to a point where he nearly identifies democracy and religion. In the Columbia interview in which he called himself "the most intensely religious man I know," he said that "A democracy cannot exist without a religious base," and immediately followed that with the flat credo: "I believe in democracy." Father John Tracy Ellis, a professor at the Catholic University in Washington, called this "a shocking statement," fearing that it would encourage making "a religion of our democracy."

The black and white issues

BY the time he took leave from the Army to become president of Columbia University, Eisenhower's frequent resort to these simplified but basic religious ideas had begun to draw some ridicule. The rarefied intellectual atmosphere of Morningside Heights was hardly the place from which to expect so evangelical and so elementary a political theory. Yet the man's views began to register, even in hard-boiled Manhattan.

His campaign for the presidency stressed the same themes. "I am engaged in a crusade ... to substitute good government for what we most earnestly believe has been bad government." In the candidate's eyes it was as clear cut as that—good against bad, right against wrong, white against black. Frequently when he discussed specific issues, domestic and international, he seemed to do little more than follow a script largely the product of his campaign advisers and ghosts. But when he stressed the nation's "deeply felt religious faith"—a phrase that turned up frequently in his speeches—his audiences sensed that they were listening to a man who was speaking for himself and out of himself.

He seldom bothered to specify the "moral and spiritual values"



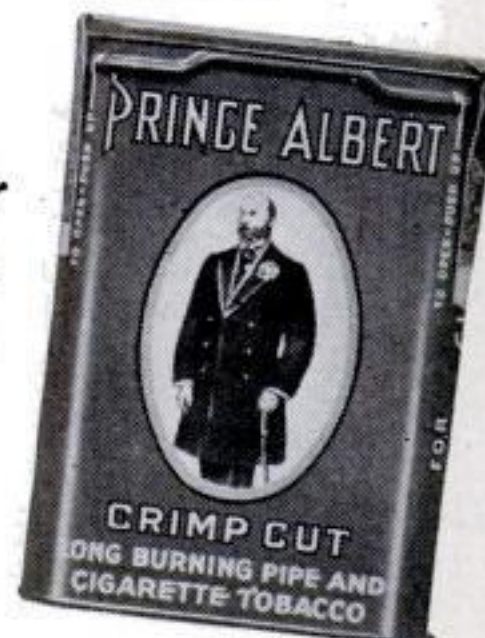
BISHOP of River Brethren Church is Roy Witter, a first cousin to President.

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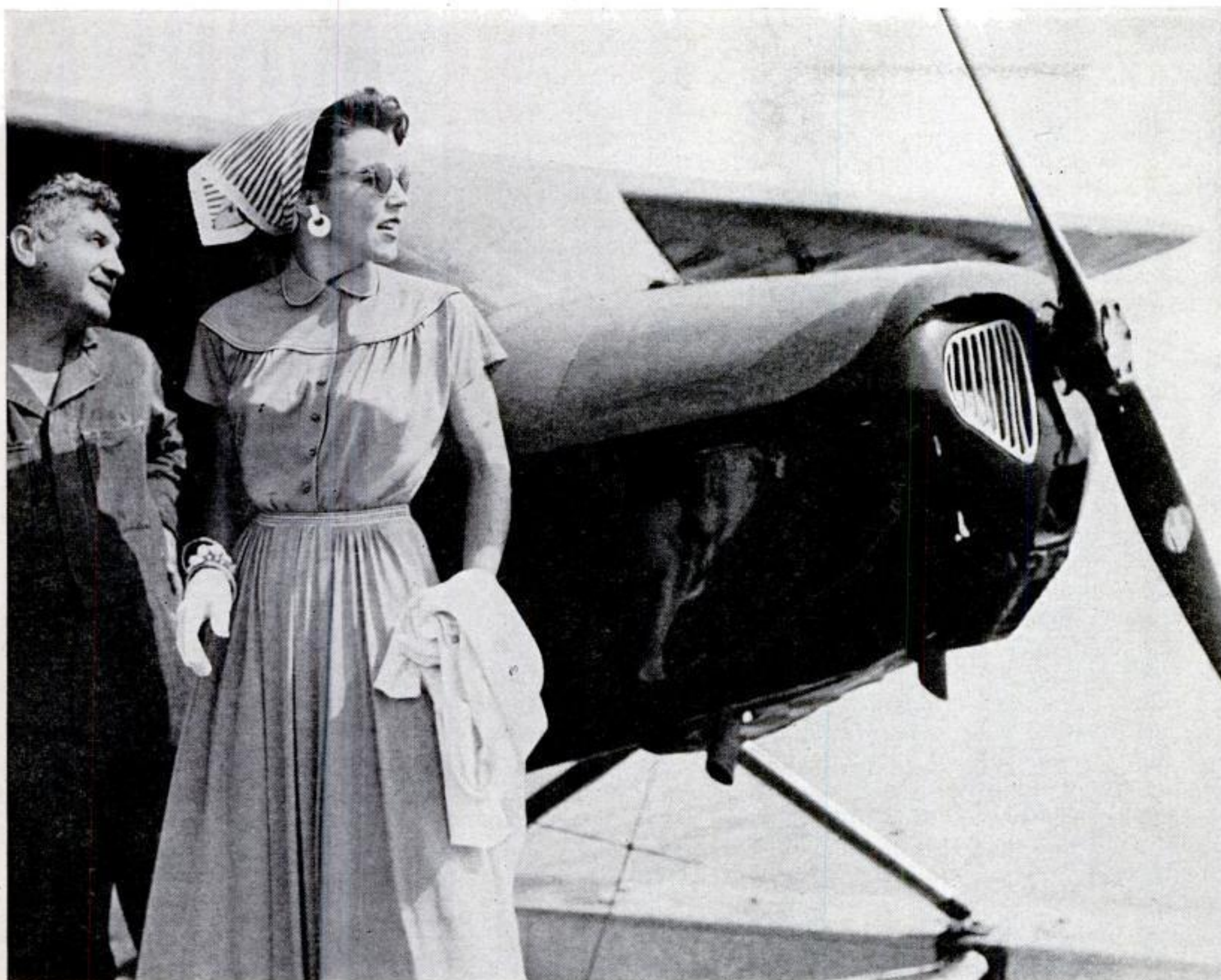
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*Pityrosporum Ovale, which many authorities recognize as the cause of infectious dandruff.

CONTINUED ON PAGE 162



MRS. ELWOOD COOKE developed a taste for flying while clerking for BOAC, did free lance art to pay for lessons. Sacony Waistbander she wears has neckline that can be worn high or unbuttoned, comes in ten colors. Dress sells for only 10.95.

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Active U.S. women praise comfort and good looks of new Sacony Waistbanders (\$10.95 to \$14.95)

By the time she reaches adolescence, today's active female takes golf, swimming and tennis in her long-legged stride. From then on only the sky is her limit. And there are 11,226 licensed women flyers in the country, a sizeable number of whom own their own planes.

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Enthusiastic exponent of this kind of dressing is a company called Sacony (rhymes with *Maloney*) that has built a national reputation on a dress known as "The Waistbander." Now avail-

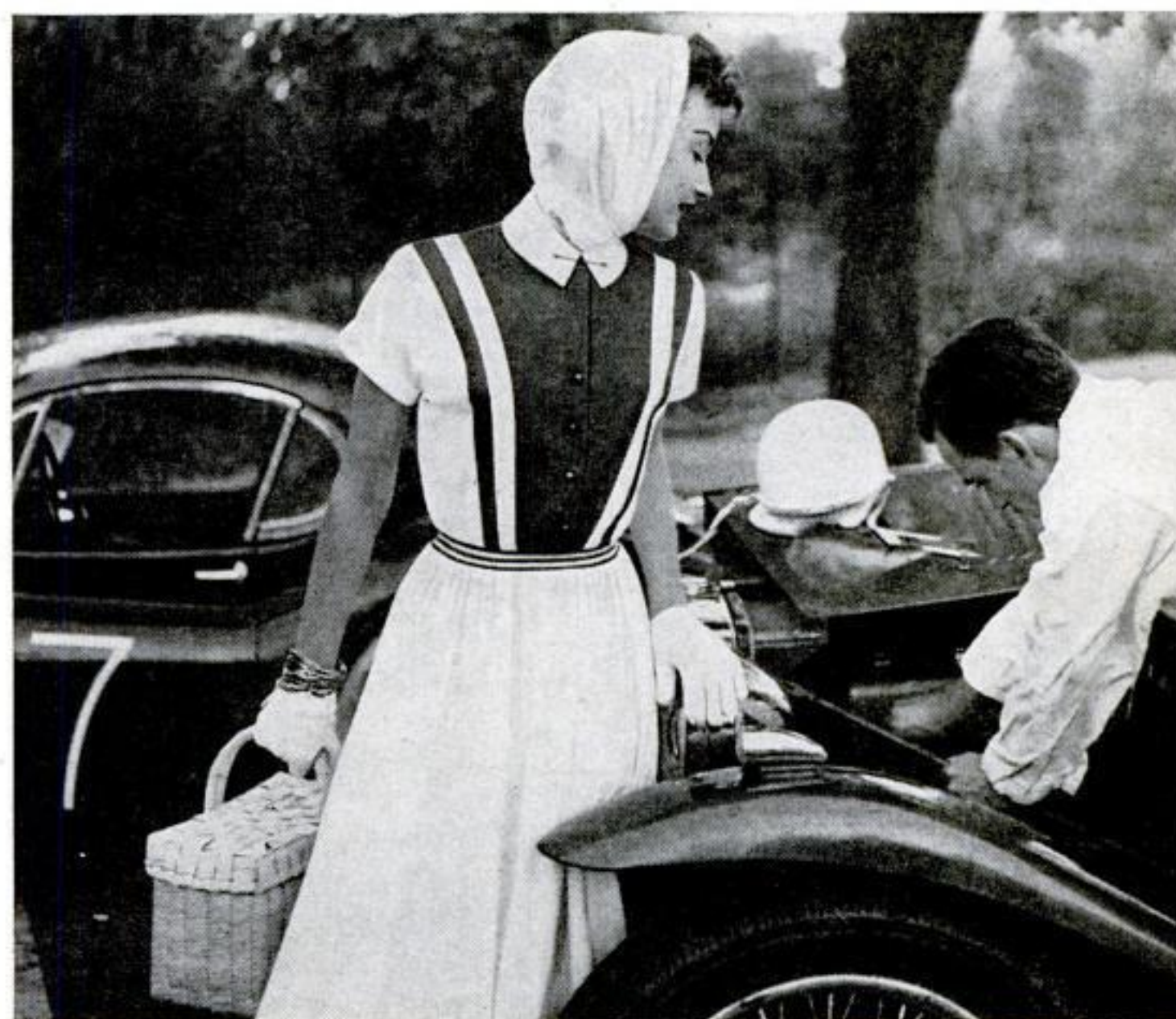
able in new Spring versions, the Sacony Waistbander has the advantage of being blissfully comfortable where other dresses have a tendency to pull or poke—in the waistline. Secret: the middle section of the dress is *elasticized*. This eliminates fasteners. It also eliminates expensive alterations. And it gives every woman a neatly nipped-in look in perfect comfort—whether she's sitting, walking or digesting a bounteous meal.

Sacony makes these Waistbanders in a remarkable acetate jersey called *Ciella*. It won't sag, shrink or crush. And though it is a quick-wash, quick-dry fabric, it is never clammy, or uncomfortably warm, even in the dead of summer. Most Waistbanders come in petite as well as misses sizes. For store names, write Sacony, Dept. C, College Point, Long Island, New York.



19-YEAR-OLD Sue Oakland gets pointers from world-famous fencing master Giorgio Santelli. Printed Sacony Waistbander is 14.95.

TENNESSEE-BORN Jo Courtland loves racing, drives her own high-powered Jaguar convertible. Two-tone Sacony Waistbander is 12.95.



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THE PRESIDENT'S RELIGION CONTINUED

he was sure needed reviving. When he extolled "honesty, decency, fairness, service—all that sort of thing," some were disturbed at the ease with which he slipped into the "that sort of thing" generality. A Yale theological professor, after the election, criticized his reliance on such generalities. "His campaign," wrote William Lee Miller in *The Reporter*, "was explicitly shaped to convince the voters of his sincere morality rather than to explain to them a program that might be followed." And the professor added, with considerable justification on the evidence of the speeches, that "President Eisenhower, like many Americans, is a very fervent believer in a very vague religion."

A comment of this sort, it should be noted, reflects American church thought as it is today rather than as it was during the years when the President was growing into maturity. If there was vagueness in the religious concepts of the Eisenhower campaign speeches, the same vagueness haunted much American preaching in the years before the great crash of 1929 and World War II. (The anguish of the past two decades, however, has been injecting into serious Protestant preaching such a solid theological content as has not been encountered there since Jonathan Edwards.)

The Eisenhower campaign was in essence a throwback to the political assumptions of an earlier day, to the conception of American history one finds, for example, in the pages of George Bancroft. The ground of all being is God, who has created man to be free and live in unity. God "takes a definite and direct interest" in the welfare of the U.S. because this nation is the strongest power attempting to commend democracy to the world. "Democracy is the only just way of life," but democracy is also an effort to translate religious beliefs about God and the dignity and powers of man into political terms. This attempt will fail unless "moral and spiritual values" are maintained.

In their 20 years in power, Eisenhower said, the Democrats had so seriously undermined these values that all who cared for the future of the republic were summoned to a crusade. The decisive battles of the republic were moral encounters—against a materialistic and godless Communism abroad, against individual corruption and the spread of materialism at home. These battles were also the battles of the Eisenhower crusade. There were hints, in some of the whistle-stop speeches, that the crusade would triumph when bad men in government were replaced by good men, since this would bring good government.

It all sounds pretty unspecific—and it was. But it was Abilene speaking to 10,000 other Abilenes, in the accents of a man who felt so deeply the grip of what he was saying that his sincerity registered even with those who expected to vote against him. The world had become too complex and threatening for millions of Americans to know how to relate their votes to matters of high policy. But one thing they could do: they could vote for moral and spiritual values.

The President joins a church

SINCE he entered the White House the President has increased his insistence on the nation's need to give priority to what he called in his recent State of the Union message "the kingdom of the spirit." He led most of his official family to religious services on the morning before the opening of the new session of Congress. One of his first acts as President was to join a church. His choice among the Protestant communions seems to have been influenced largely by the fact that Mrs. Eisenhower is a Presbyterian; one doubts that he has ever read through the Westminster Confession or would be prepared to defend some of its more Calvinistic articles. He has little patience for the divisions between churches; one of his most frequent emphases, when talking to churchmen, is their essential unity of purpose and the consequent desirability of toning down their differences. It probably surprised him when, after he had praised the National Council of the Churches of Christ in the U.S. for its leadership in promoting Protestant cooperation, the fundamentalist American Council of Christian Churches promptly blasted him. The Council charged that he was playing into the hands of the "modernists," and this accusation, leveled against him by a splinter group with a highly developed aptitude for grabbing newspaper space, taught him one of his earliest and most cautionary lessons about the manipulations among church organizations and church leaders.

His decision to join a church reflected no new religious convictions; it was rather a reflection of his belief that the nation's head should be formally identified with the nation's religious institutions. During his campaign some of his advisers, knowing that he intended to assume church membership, pressed him to do

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NOW TRY THE ONLY CLEANSER THAT ACTUALLY DISINFECTS AS IT CLEANS!

When New Old Dutch turns golden — you can see it go to work!

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Too good to be true? A microscope proves it! New Old Dutch Cleanser with golden "Sunshine Suds" knocks out the germs most commonly found in even the best-kept homes.

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There are so many others from General Mills. Time-saving mixes we developed to help make you an even better homemaker. Cereals all ready to eat and so good for you. Quicker and surer recipes and methods. Appliances with important, practical features. Even products that make your kitchen clean-up easier and quicker.

I'm proud our Kitchens have a hand in developing these good new things. And I can promise you more to come from our General Mills research in the future.



Every woman a baking expert was our goal in developing our Betty Crocker cake mixes. So we worked out a way for General Mills to do all the careful measuring and mixing. Here's the newest—Angel Food Cake Mix. I think it's the most exciting, for even a beginner can get a beautiful, high cake like this the very first try.



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Armour Star Pork Sausage gives you lasting pep!

There's real stick-to-the-ribs nourishment in every bite of this meat—and every bit of the meat is tender, juicy, U. S. Government-inspected pork. The proteins and vitamins in a breakfast of Armour Star Pork Sausage give you plenty of pep—the lasting energy you need for a busy morning. And how you'll love the taste of this pure pork sausage—you get it fresh and at its peak of flavor! That's because it's made fresh daily in a nearby kitchen, rushed fresh to your store.

Bet you'd enjoy some tomorrow morning—with these new "breakfast sandwiches". (They're piping hot waffles with raspberry jam inside and powdered sugar on top!) But remember—"Best meats there are, they're Armour Star!"

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the world's great guarantees!



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CURIOUS CROWDS usually show up when President goes to church away from Washington, as they do here on recent vacation in Palm Springs, Calif.

THE PRESIDENT'S RELIGION CONTINUED

so before the election. He indignantly refused. When at last he did join, he was annoyed for a time by the attendant publicity.

He has worshiped in many churches, as well as in the National Presbyterian Church of Washington in which his membership is registered. He has not missed church more than half a dozen Sundays since inauguration. The Eisenhowers usually go to church wherever Sunday finds them. They have attended a number of Presbyterian churches, Methodist and Roman Catholic churches in Washington, the famous old Christ Episcopal Church in Alexandria, nonsectarian services in college chapels or at Army and Navy posts all across the U.S. The circus atmosphere which surrounded the President's first attendances at worship in his home church has considerably abated. To be sure, security precautions require that Secret Service agents thoroughly check the sanctuary before the service, that a half dozen of them be scattered among the congregation throughout the service, with two or three more outside and that another sit in the pew directly behind the President. More and more, however, the Eisenhowers fit into the services about like other members of the National Presbyterian Church. It is only when they go to church at some vacation spot, as on their recent visit to Palm Springs, that the circus features return.

Normally the Eisenhower party reaches church only a few moments before the service is to begin. Usually the head usher escorts them to the space reserved, which may be an entire pew if the presidential party is large but is more likely to be just the two seats needed by the President and his wife. The Eisenhowers like to sit about a dozen pews from the front. The President joins heartily in singing the hymns he knows—and he knows most of them—and in the unison prayers. He follows sermons closely; the ministers rarely say anything in their sermons which seems to be specially aimed at him, though when he worships away from home there is usually a word of welcome to the distinguished guest.

At the close of the service the congregation remains seated while the officiating minister accompanies the President and Mrs. Eisenhower to the door. President and pastor shake hands; the President frequently makes some comment on the sermon; there is a presidential smile for such onlookers as are herded on the opposite curb; then as rapidly as possible the presidential party enters the waiting limousine and drives away.

The improving moral tone

WASHINGTON church leaders see no signs of a religious reformation sweeping over the capital. But they report increased attendance at Senate, House and governmental department prayer groups, though some whom Quakers would call "weighty" ministers admit misgivings regarding the content of the religion fostered by these groups. They seem, the complaint goes, to enjoy listening to lay speakers who easily equate piety with personal prosperity.

On the whole, however, the moral tone of the capital is probably as good as it has been since the simpler days which ended so abruptly in 1917. One of the prime indications that Washington's

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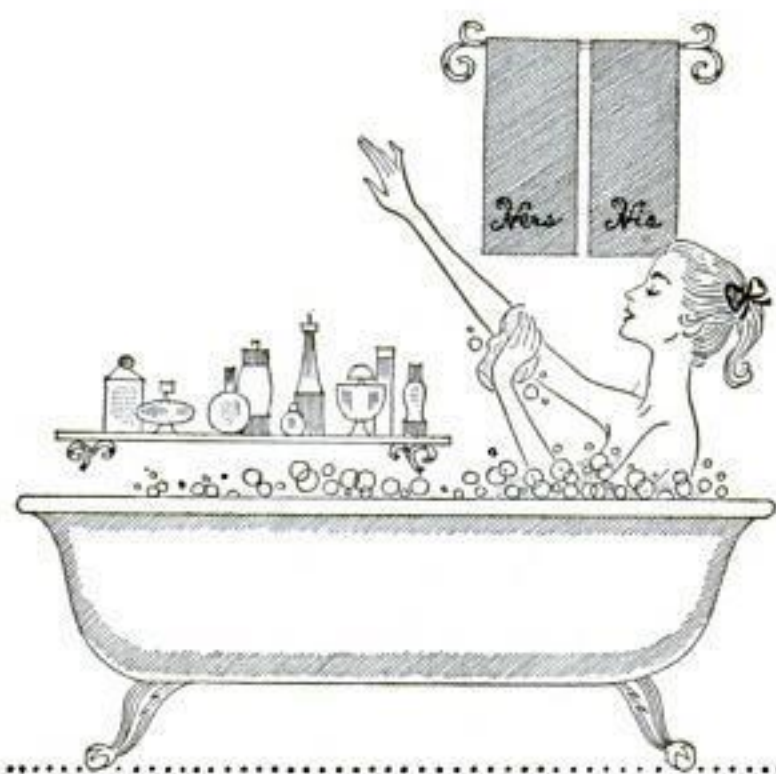
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THE PRESIDENT'S RELIGION CONTINUED

morality is improving is its progress toward the elimination of racial segregation. On that, Washingtonians who are fighting for equal rights for all citizens declare they owe much to the forthright support they have received from the White House.

When the President's religion is discussed with those close to him, it is surprising how they echo one another. Usually they start by testifying to his sincerity. Among those who have personal contact with him, his political opponents as well as his supporters, I have not found a single dissenter on that score. Then they speak of the directness and simplicity of his faith. "Religion to him is a matter of a very simple approach to his Creator"—so says one Washington church leader who has many opportunities to form a judgment. Finally, observers of the President say he believes that just as divine guidance is available to the individual who seeks it, so divine approval and aid are available to the nation which exalts "moral and spiritual values."

What are these values? They are the ones in the old copybooks. Dorothy Canfield Fisher, in *Vermont Tradition*, lists as that tradition's principal ingredients individual freedom, personal independence, human dignity, community responsibility, social and political democracy, sincerity, restraint in outward conduct, industry and thrift. The President, I am sure, would endorse these as the virtues on which to stake the future of all America, though sometimes he speaks as though faith in their potency is beyond the capacity of the sophisticated: "Faith is evidently too simple a thing for some to recognize its permanent worth." But faith—faith in the reality of God, in man's potencies, in democracy as a (or should it be "the"?) God-approved method of government, in the competence of moral and spiritual forces to make democracy work—faith is his prescription for the national ills of these times.

Does the President ever question whether his administration is quite such a demonstration of allegiance to moral and spiritual values as his speeches sometimes seem to promise? Who can tell? Experience in the presidency will force on him—if it has not done so already—realization of how wide the gap can be between a President's intentions and the actualities of government. For example, one of the best speeches he has made was the address to the Anti-Defamation League of B'nai B'rith in which he claimed as a reason for pride in America the fact that every citizen is protected by the same code of honor as prevailed in the Abilene of Wild Bill Hickok. "In this country, if someone dislikes you or accuses you he must come up in front. He cannot hide behind the shadows, he cannot assassinate you or your character from behind without suffering the penalties an outraged citizenry will inflict." Yet that is what five distinguished retired members of the U.S. diplomatic service have asserted is going on in the State Department.

Abilene shows through

ANY President should be permitted a certain extravagance of language which can be taken more as a goal of aspiration than as a description of reality. That, surely, must be the interpretation when, in discussing the state of the Union, the President says that "Happily, our people, though blessed with more material goods than any people in history, have always reserved their first allegiance to the kingdom of the spirit." Few contemporary historians would subscribe to that as a summary of our record. But if the President's picture here is out of focus for the country as a whole and our record as a whole, it is not out of focus, much, as a picture of his boyhood Abilene.

The President may not himself realize how Abilene shows through in his character and words. It shows through in the simplicity of his religious concepts, and his confidence that "the things that make us proud to be Americans are of the soul and of the spirit."

Abilene shows through when he tells of his preference for informal church services. He stirred up a bit of a tempest in some liturgical teacups when, after attending an army post service conducted by a Southern Baptist chaplain, he unwarily referred to Episcopal services as "too darned dignified." In church services, he added, "I like to be enthusiastic."

He likes to sing hymns, and the churchmen who are trying to persuade Protestant congregations that Bach and Palestrina are superior to Sankey and Rodeheaver probably did not feel that their efforts had been helped when Senator Carlson of Kansas revealed that one of the President's favorite hymns is "What a Friend We Have in Jesus." He likes vigorous preaching as well as singing; he has told visiting clergymen that he wishes some army chaplains were less diffident, more forthright in presenting the claims of their faith.

Just before he left Europe he spoke of himself before a gathering

CONTINUED ON PAGE 170

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THE PRESIDENT'S RELIGION CONTINUED

of chaplains of the Atlantic Pact nations as a "convinced, nearly fanatic Protestant." Such an unstudied phrase lends itself to misunderstanding unless it is balanced by his frequent calls for religious comradeship and denunciations of bigotry. "There is no such thing as just a little bigotry, just a little hate. In this . . . our unity must be beyond all doubt, above all compromise." What the general undoubtedly meant by that self-characterization was that he is the sort of Protestant who comes out of Abilene.

Myths have begun to grow around his religious faith. Myths gather about the religious practices of all Presidents. There are numbers of them concerning Lincoln, such as that hardy perennial about a secret, midnight visit to the Brooklyn home of Henry Ward Beecher to seek aid in prayer. On a couple of occasions President Eisenhower has himself referred to the myth about the farmer who discovered Washington on his knees in the snow near Valley Forge. So there are myths about the way in which Eisenhower spent hours on his knees before he gave the final orders for the invasion of Europe. Those closest to him, however, are sure, as one of them put it, that all such tales are "overdramatized."

There is a phrase often used in evocation of the religious qualities Americans think proper in their chief executives. Chief Justice Warren employed it recently at a prayer-breakfast attended by President Eisenhower when he besought for him Abraham Lincoln's "simple faith." Lincoln's faith was not simple. It was a faith arrived at through long days and nights of wrestling with the intractable facts which posed the all but insoluble problems of his administration. If the Chief Justice will read again the Second Inaugural he will find in it as sophisticated—and incidentally as Calvinistic—a faith as any political leader ever hammered out on the iron anvil of experience.

The President's faith is, by contrast, a very simple one. Perhaps its simplicity has never been more clearly disclosed than in that speech at his boyhood home: "If each of us in his own mind would dwell more upon these simple virtues—integrity, courage, self-confidence and unshakable belief in the Bible—would not some of these problems [confronting the nation] tend to simplify themselves? Would not we, after having done our very best with them, be content to leave the rest with the Almighty, and not to charge all our fellow men with the fault of bringing us where we were and are? I think it is possible that a contemplation, a study, a belief in these simple virtues would help us mightily."

Some will find in such words nothing but reason for apprehension, for assuredly they hold no key to the nature or solution of many of the ambiguous problems with which today a President of the United States must contend. But as a base from which to project one's course in this time of the shaking of nations, is there a firmer to be found than an unshakable faith that the ultimate forces are the intangibles and that a President's ultimate obligation, as any man's, is to seek if haply he may discover and pursue the purposes of his Maker? That, at any rate, is what the boy was taught among the pietists of Abilene, and that is what the man in the White House believes.



HOME CHURCH of the Eisenhowers is the National Presbyterian Church in Washington. Here they leave a service with Pastor Edward L. R. Elson.



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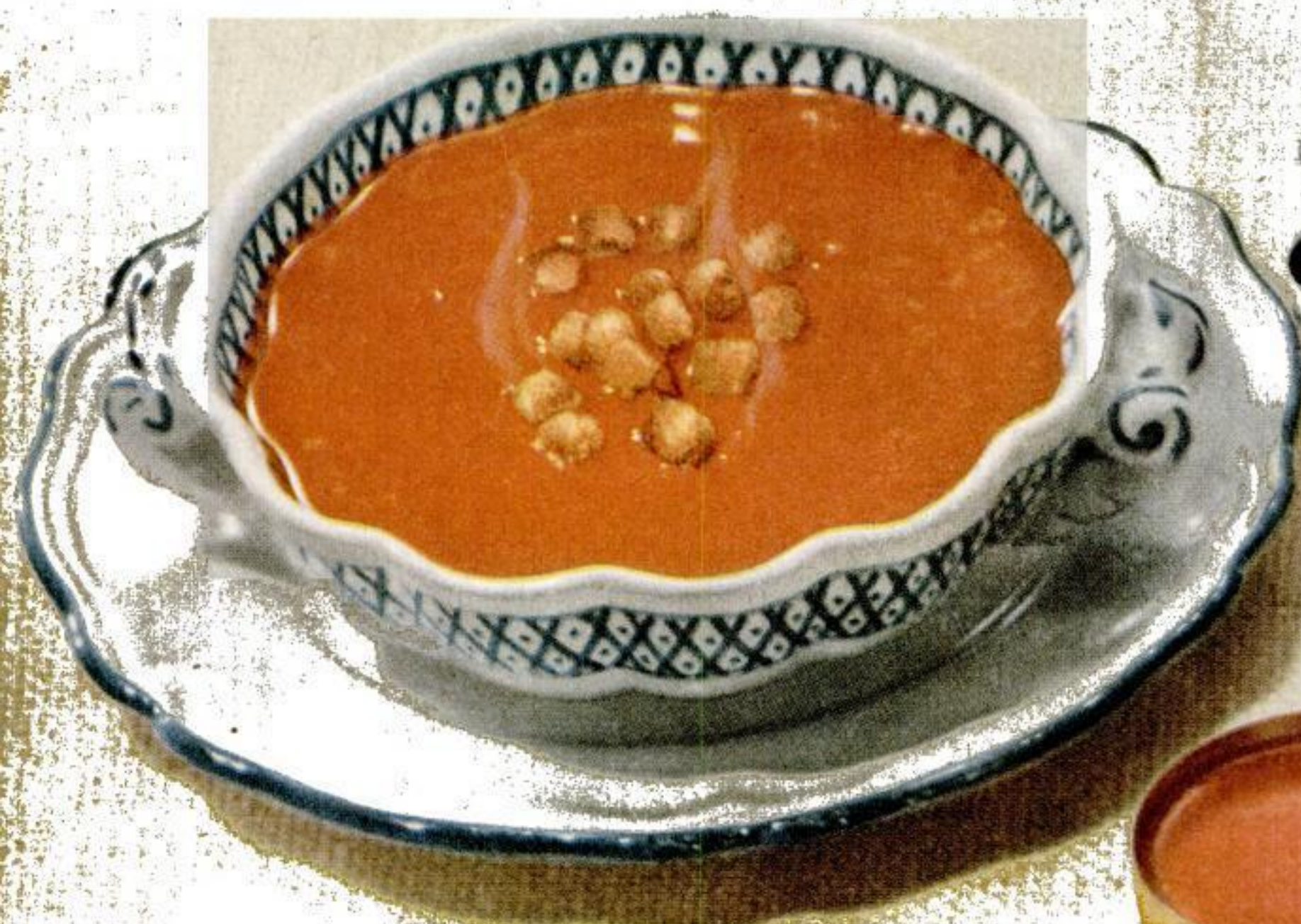
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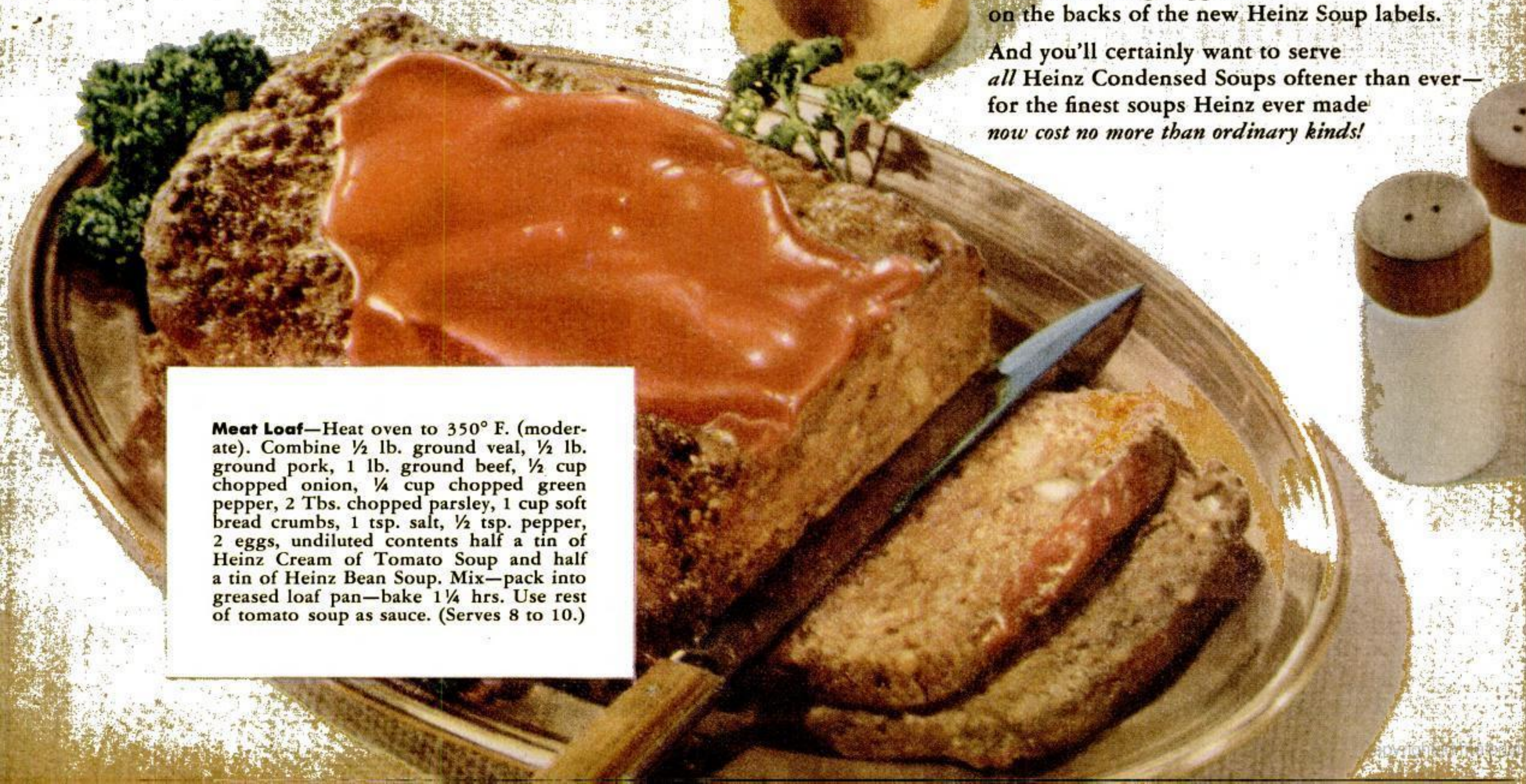


AS a satisfying *soup*, a thrifty *pour-on sauce* or a timesaving *cooking ingredient*, Heinz Cream of Tomato Soup does magical things for both your menus and your budget! Because it's the only condensed tomato soup with thick, rich cream already blended in—and because it's made from "Aristocrat" tomatoes—it's *extra* nutritious, *extra* delicious. So naturally it's better any way you use it!

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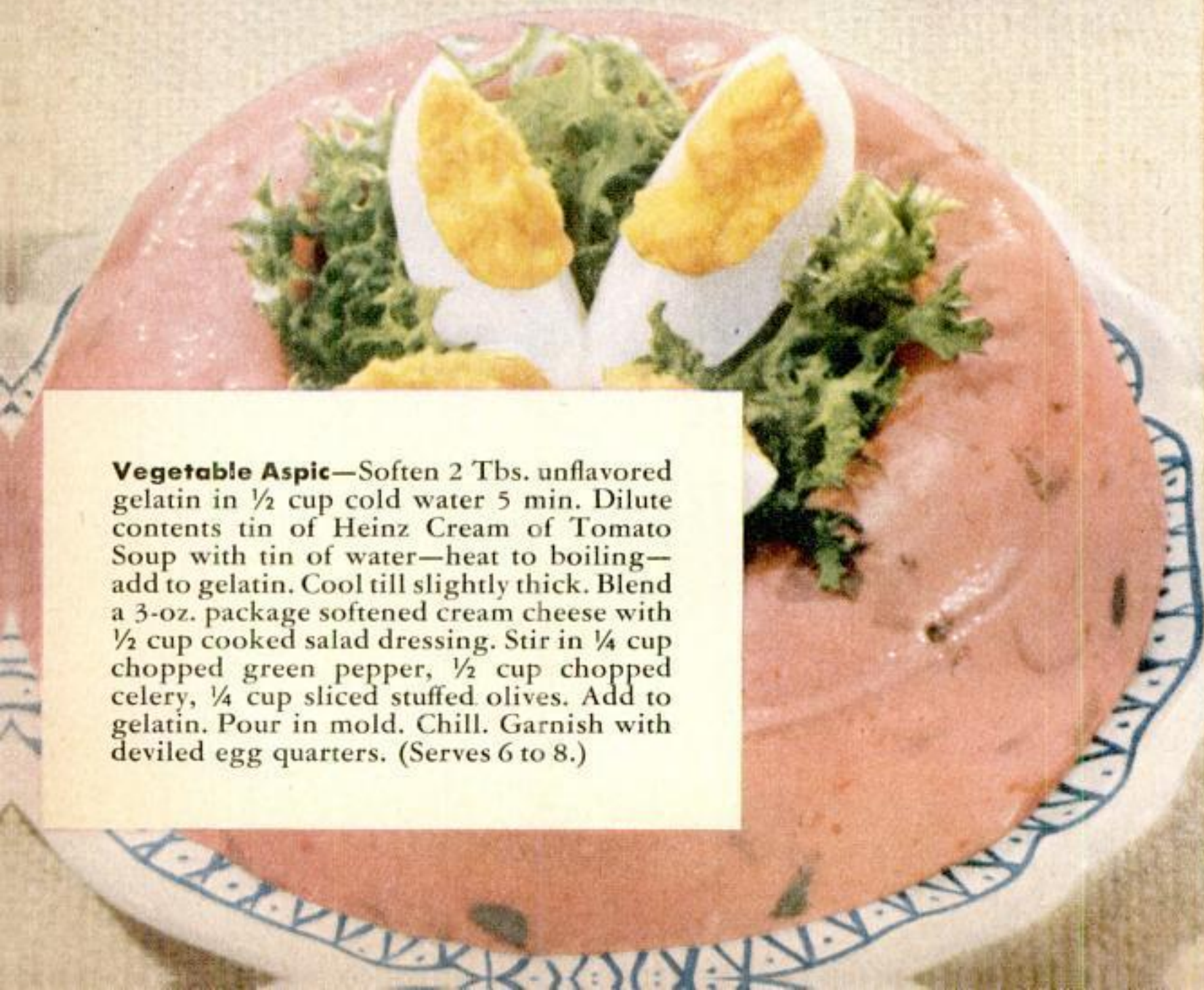
Meat Loaf—Heat oven to 350° F. (moderate). Combine ½ lb. ground veal, ½ lb. ground pork, 1 lb. ground beef, ½ cup chopped onion, ¼ cup chopped green pepper, 2 Tbs. chopped parsley, 1 cup soft bread crumbs, 1 tsp. salt, ½ tsp. pepper, 2 eggs, undiluted contents half a tin of Heinz Cream of Tomato Soup and half a tin of Heinz Bean Soup. Mix—pack into greased loaf pan—bake 1¼ hrs. Use rest of tomato soup as sauce. (Serves 8 to 10.)



Flavor With Magic



Omelets and Other Egg Dishes take on a wealth of extra color and appeal when you add a zestful sauce made by blending 4 Tbs. milk with the undiluted contents of a tin of Heinz Cream of Tomato Soup. (Makes 1½ cups.)



Vegetable Aspic—Soften 2 Tbs. unflavored gelatin in ½ cup cold water 5 min. Dilute contents tin of Heinz Cream of Tomato Soup with tin of water—heat to boiling—add to gelatin. Cool till slightly thick. Blend a 3-oz. package softened cream cheese with ½ cup cooked salad dressing. Stir in ¼ cup chopped green pepper, ½ cup chopped celery, ¼ cup sliced stuffed olives. Add to gelatin. Pour in mold. Chill. Garnish with deviled egg quarters. (Serves 6 to 8.)



57

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DUTIFUL MALE PENGUIN places egg between his feet and cuddles it up against his warm stomach as female

attentively watches way he handles the single product of their mating. He will hold the egg there for 62 days.

At Home with the Antarctic Emperors

THE LARGEST PENGUINS START THEIR FAMILY CYCLE

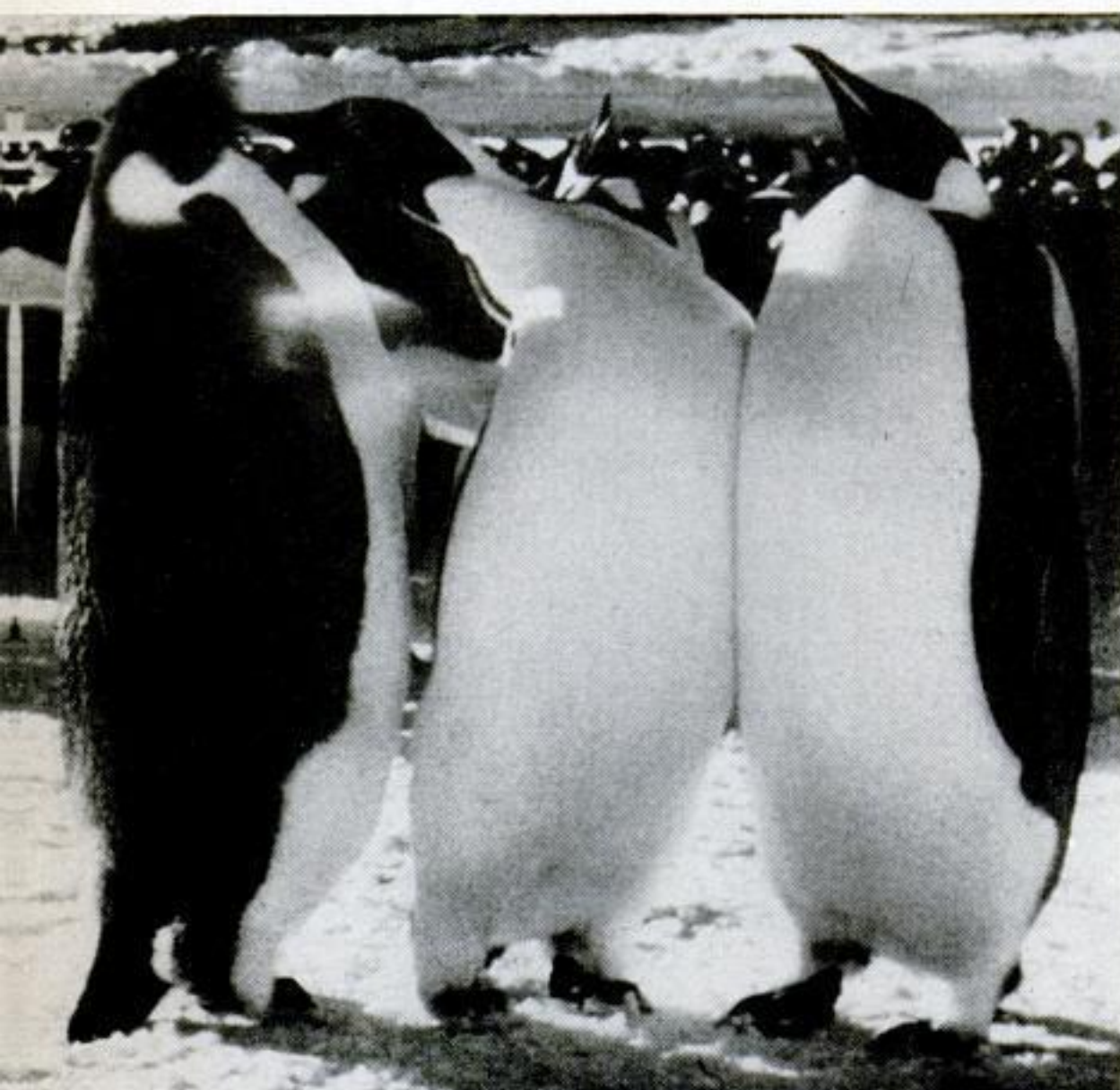
Now, as autumn starts in the Antarctic, most penguins head north for warm waters. But not the emperor penguins. They are heading south to take up the process of courtship, mating, incubating and bringing up their young. It is the coming of cold weather—not of warm as with almost all other birds—that arouses the mating instinct in emperor penguins. And they continue to do things differently even after mating. It is the male emperor, not the female, who assumes the burden of hatching the egg

(above), standing guard over it without interruption or nourishment for more than two months.

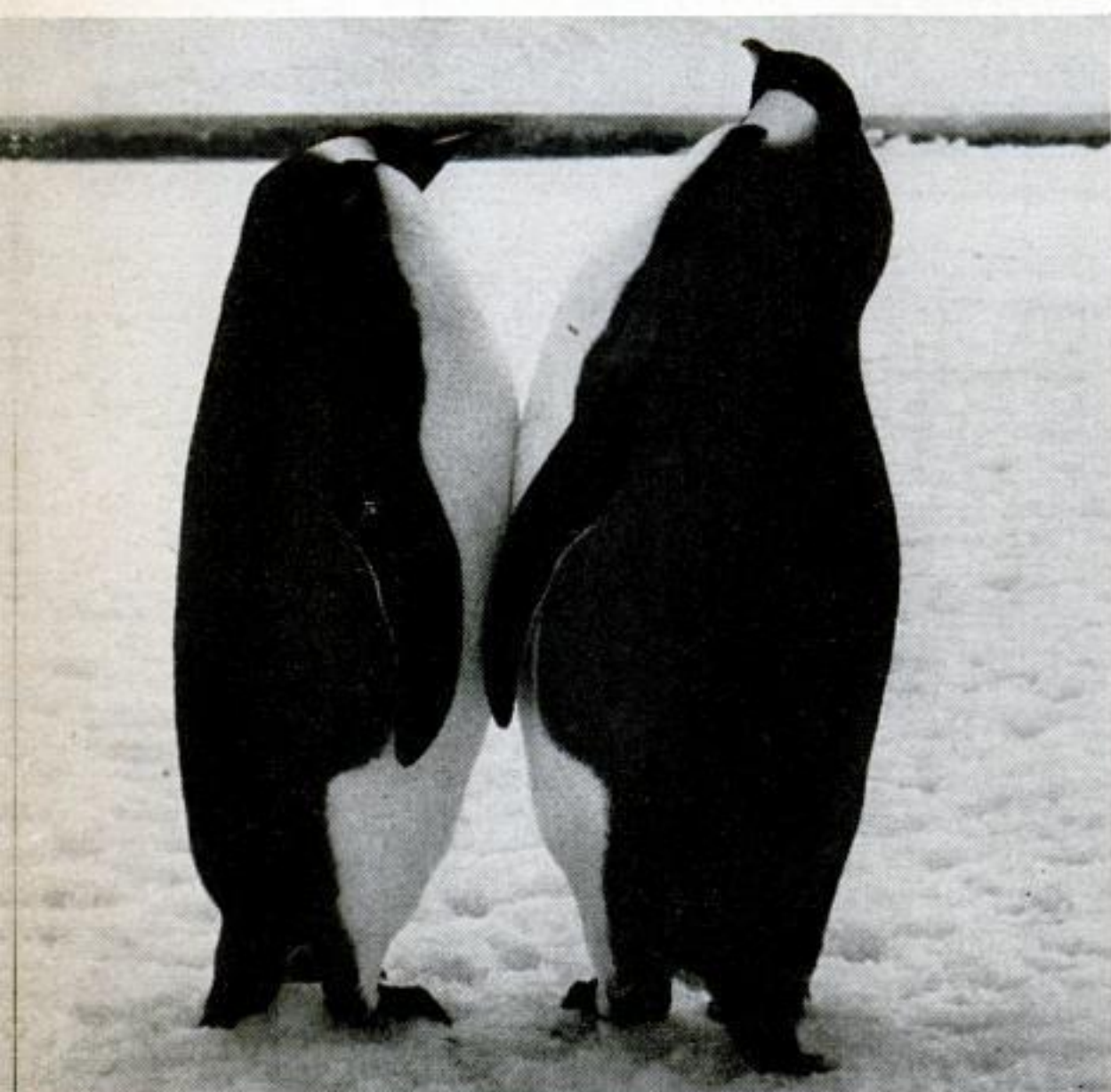
The unique family life of the emperors (*see cover*), the biggest and strongest penguins in the world, is shown on these pages in pictures brought back by the third French Polar Expedition after an 11-month encampment on Adélie Land on the Antarctic continent. They reveal heretofore little-known details, as well as some of the absurd antics, of the family once called "nature's gentle satire on humanity."



ETERNAL TRIANGLE finds a meek male (*center*) leaving choice of mate up to two contesting females.



QUARRELING FEMALES slap each other with their flippers in dispute over an aloof male (*right*).



ECSTATIC COUPLE warble to each other. Female (*left*) coos and chatters; male sings more softly.



MARCHING INDIAN FILE AFTER EMERGING FROM SEA, PENGUINS HEAD FOR SITE OF THEIR ROOKERY

OUT OF SEA TO COURTSHIP, CARE

The yearly reproductive cycle of the emperor penguins begins when they emerge from the sea each March and file across the Antarctic ice (*above*) to the site of their rookery. Once there, they pair off, sometimes making a match only after outbreaks between females who have their eyes on the same male. During April the couples make love, singing their own particular

song which enables them ever after to meet and identify each other, even in a rookery filled with 13,000 penguins.

After laying her egg in May, the female takes off to fatten herself on crustaceans and squids from the sea. In July, when the egg is hatching, she comes back to relieve her scrawny mate, down from 75 to 50 pounds. Then, for five



IN A STORM, incubating males stand over eggs and turn backs to snow while their mates are off

fishing. Rookery is often blown by 90-mph winds and chilled by temperatures of 30° below zero F.



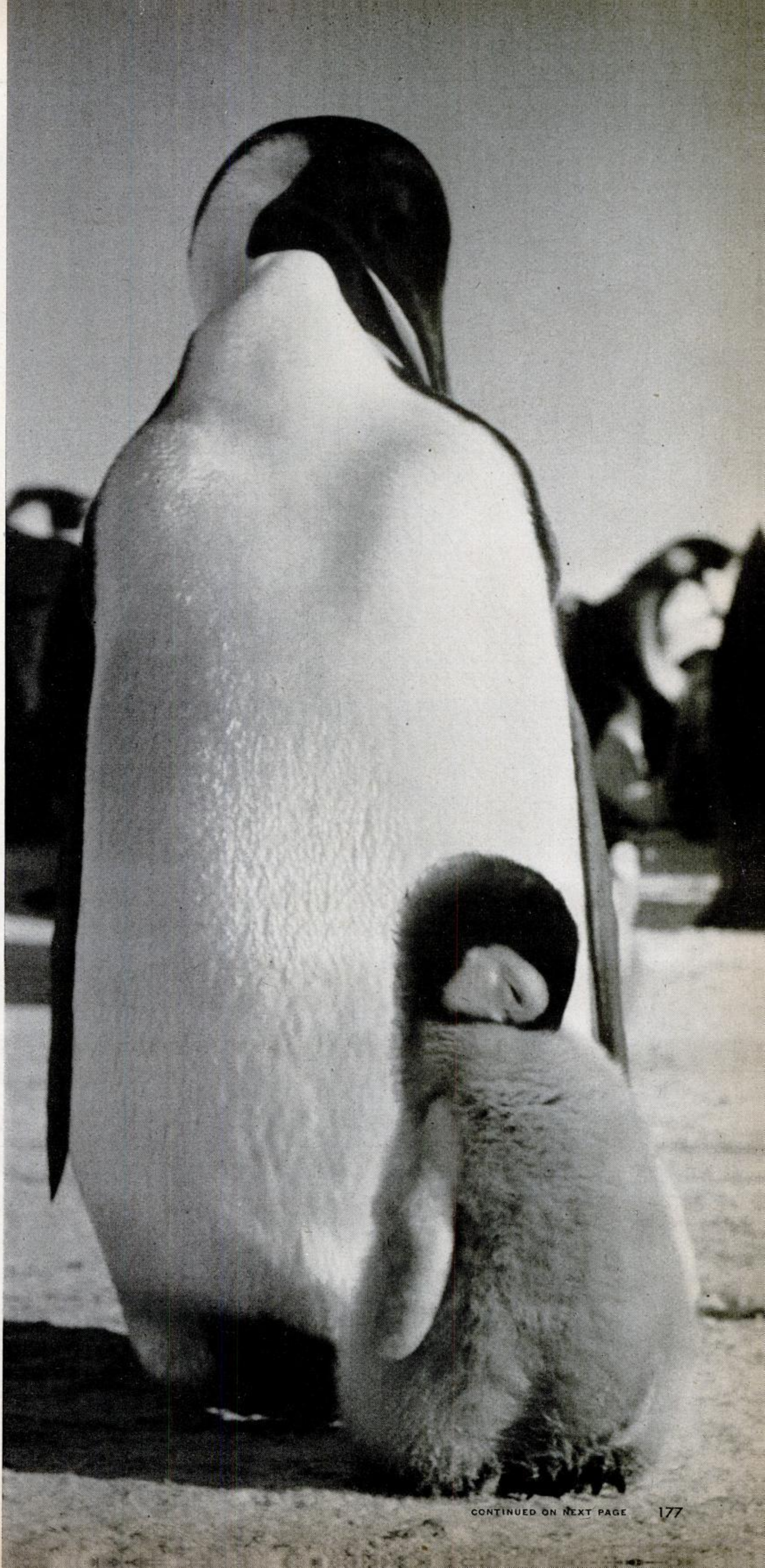
TO BEGIN ANEW THEIR ANNUAL MATING SEASON

AND BABY FUZZ

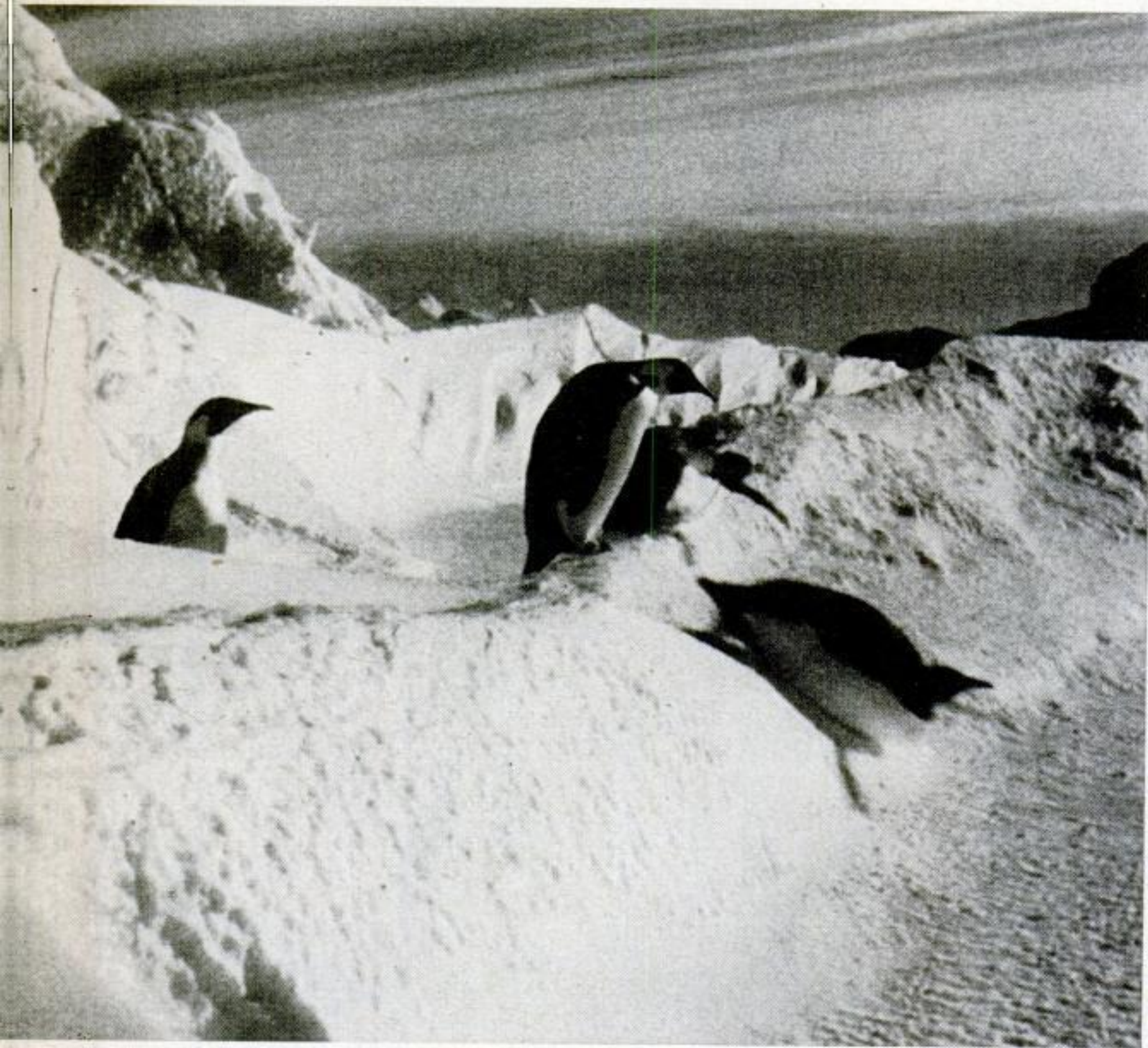
months, the parents take turns watching over their growing youngster until one summer's day in December when they all leave the rookery. Thousands of families waddle off the ice and head for the open sea. For one year the young stay by themselves. But then, in another March, they rejoin the adults in the ceaseless cycle from sea to land and back to sea again.



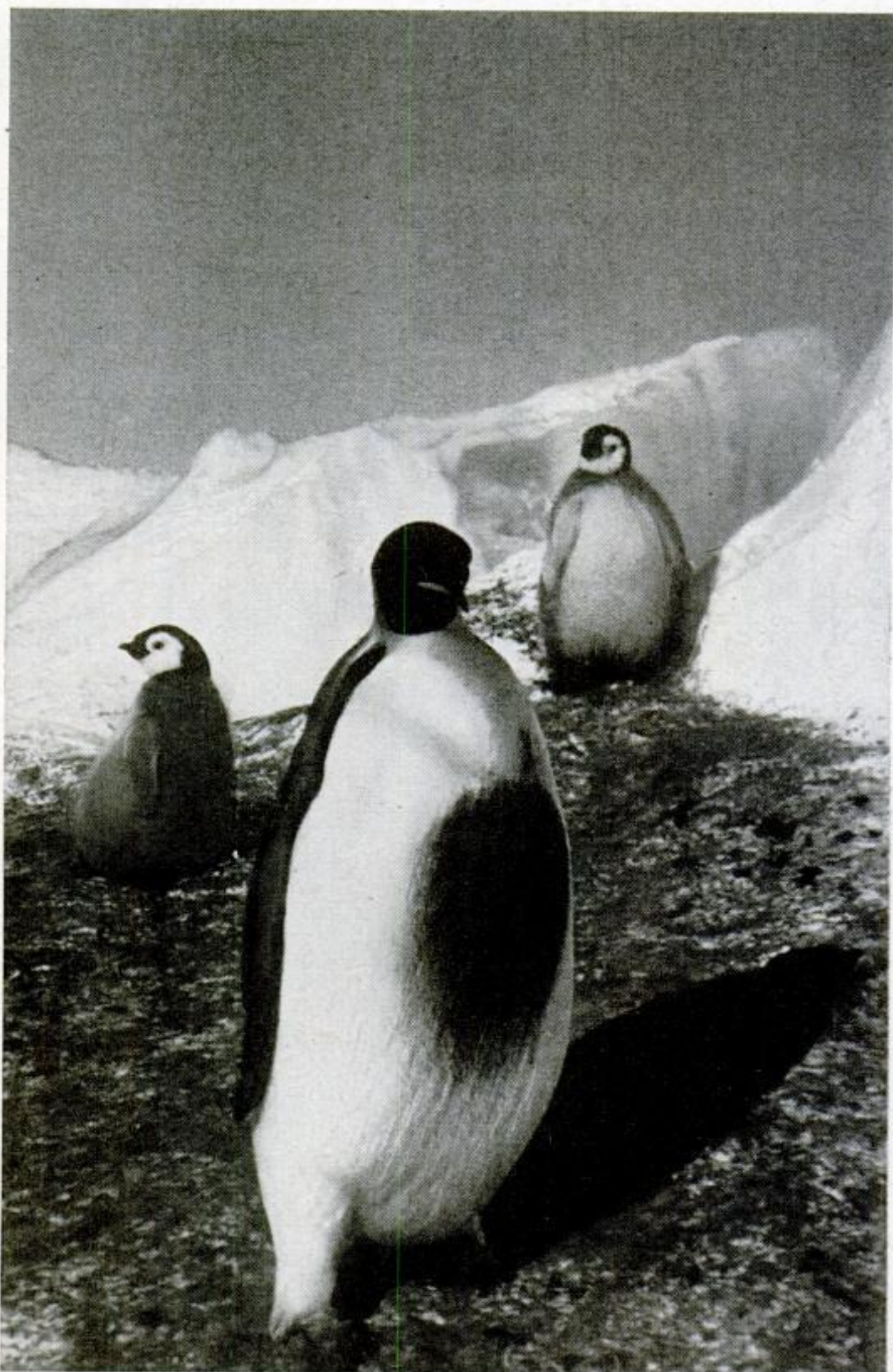
PROUD PARENT towers over its sleeping baby, now 2½ months old and covered with gray fuzz. →



EMPERORS CONTINUED

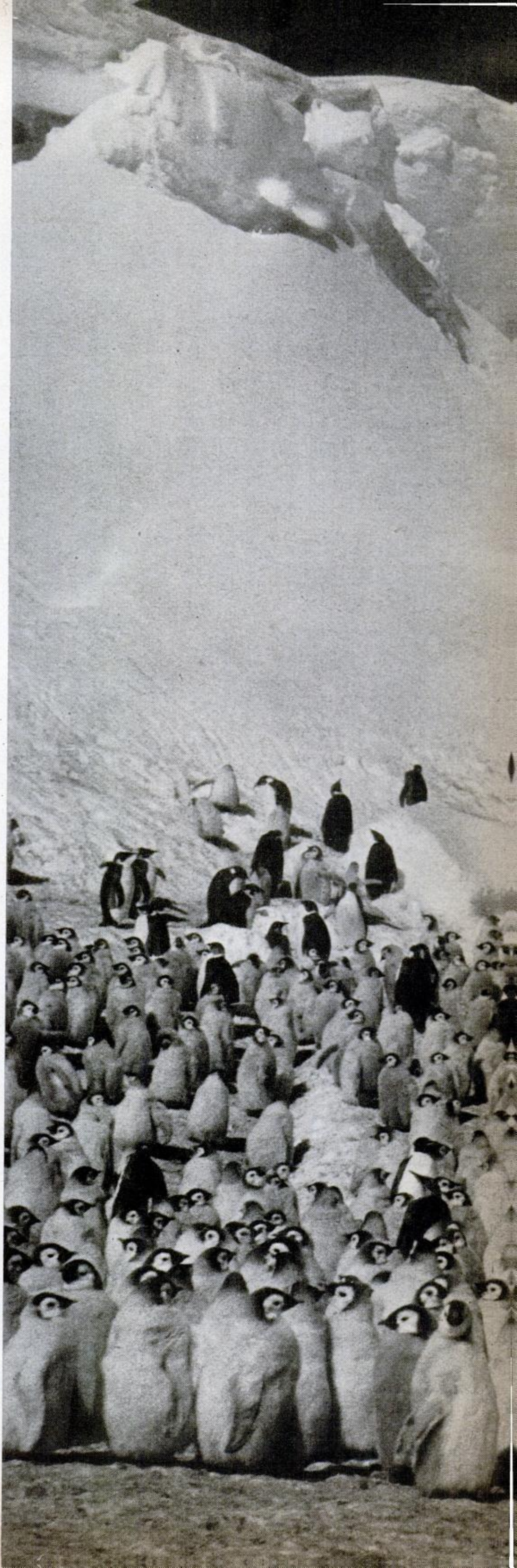


BELLY SLIDE on freshly fallen snow proves the fastest way for adult penguins to get down a slope. They steer themselves by using their wings as rudders.



DIRTY FRONT, rare sight in a penguin, marks one who has slid on black surface of the rookery. Behind him are two babies who have not learned to slide.

COLONY OF YOUNG EMPERORS, WATCHED BY A FEW ADULTS, MILLS ABOUT →







AN EYE FOR A TOOTH

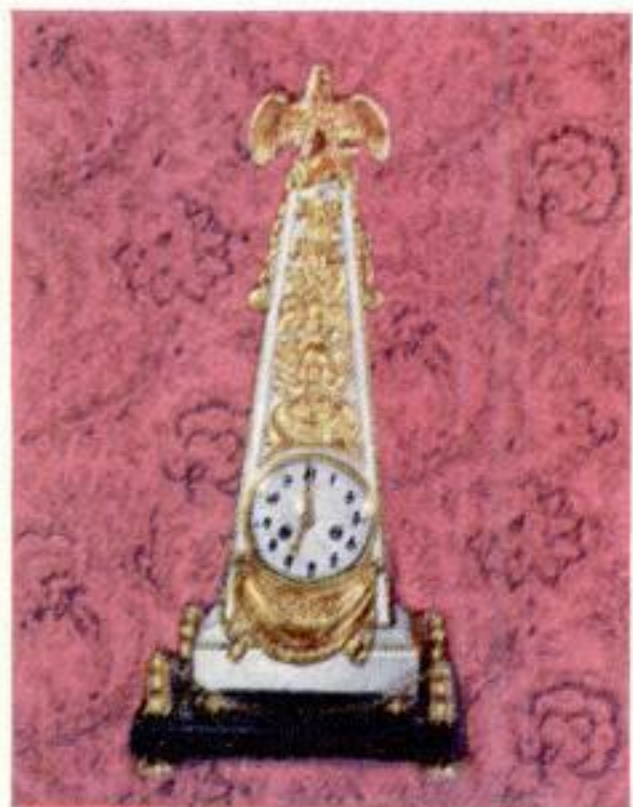
While passing through the bazaar at Rawalpindi, last stop on his trip from Bombay to Kashmir, India, Photographer Ferenc Berko glimpsed the shop front shown above. Since all perceptive photographers cut their eyeteeth on the unusual, Berko risked missing his bus to rush back for a second

look. He discovered the huge red-and-white grins were not gigantic elephant traps but merely papier-mâché blow-ups put there to lure bazaar customers into buying normal-sized dental plates within. Photographer Berko snapped the store teeth, got back to the bus station just by the skin of his own.



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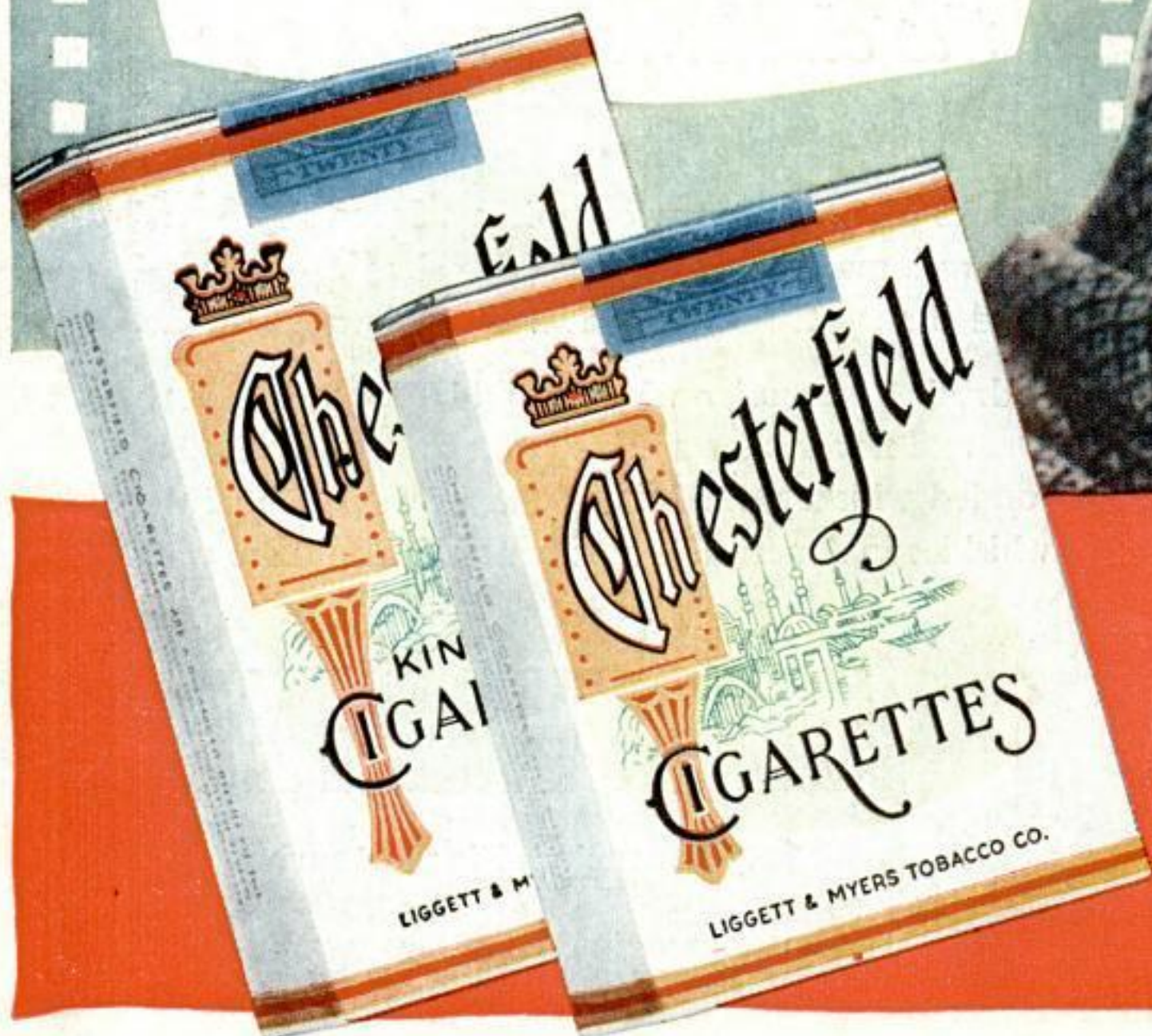
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